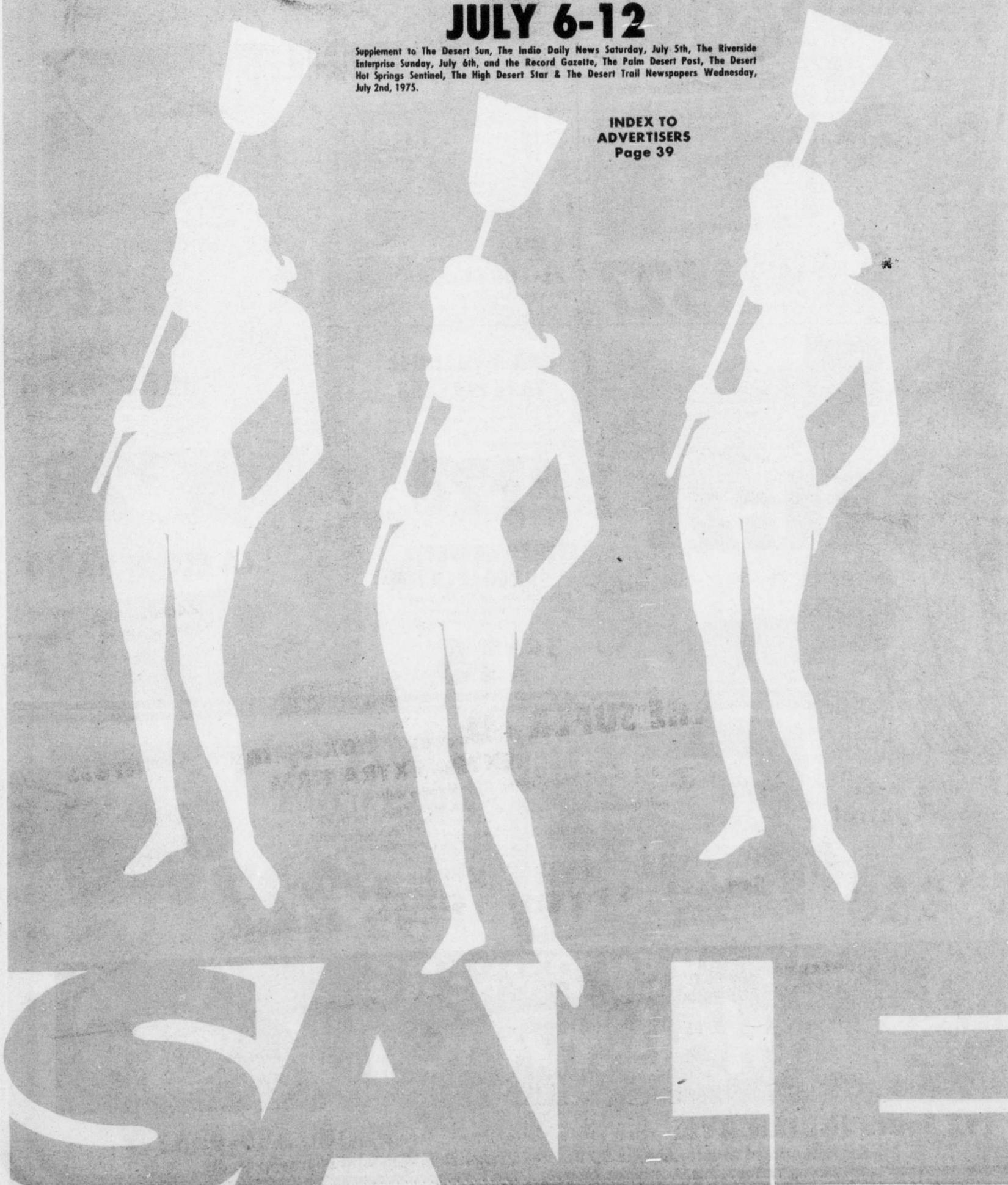


PALM SPRINGS IN SUMMER CLEAN SWEEP

JULY 6-12

Supplement to The Desert Sun, The Indio Daily News Saturday, July 5th, The Riverside Enterprise Sunday, July 6th, and the Record Gazette, The Palm Desert Post, The Desert Hot Springs Sentinel, The High Desert Star & The Desert Trail Newspapers Wednesday, July 2nd, 1975.

INDEX TO
ADVERTISERS
Page 39



CLEAN SWEEP

25" Diagonal
**RCA XL100 COLOR
W/REMOTE CONTROL**

Contemporary console.
AFT, one button color
lock. RCA best color
chassis ever.

\$699



**RCA PORTABLE
RADIO \$900**

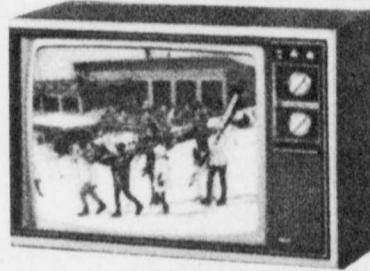
Slide rule tuning. Convenient carrying handle.

RCA



21" Diagonal Picture
XL-100 COLOR \$527

RCA table model. AFT.
One button color lock.



15" Diagonal Picture
XL-100 COLOR \$348

RCA's new acculine picture
tube system.



19" Diagonal Picture
XL-100 COLOR

468

RCA's super AccuColor
picture tube. Reg.
\$529.95 without stand

**PORTABLE
PHONOGRAPH**

Automatic changer. Plays records
of all sizes. Solid state amplifier.
Rugged case.

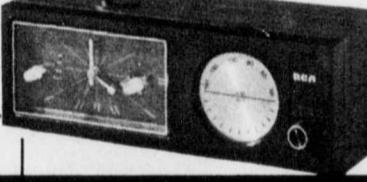
\$28



RCA CLOCK RADIO

Wakes you to
music or buzzer
alarm. Cool operating solid state.

\$17



**RCA 4-CHANNEL
TAPE PLAYERS**

Special 8-track tapes, programmed
with four separate soundtracks and
reproduced through separate amplifier
channels.

\$128

**STEREO CASSETTE
RECORDER/PLAYER**

Compact with AM-FM-FM stereo
radio. Four speakers. Automatic
shut off. Push button controls.

\$215

MGA
STEREO SYSTEM

—Tuner amplifier — 8 Track
—Turntable — Air Suspension
Speakers

Reg.
\$329.95

\$227



17" diag. meas.
Remote Control

FAILSAFE solid-state dependability.
"Thinside" picture tube. Color Lock.
Automatic Fine Tuning

**NOW
ONLY \$448**



**KEN PARKER'S
HALLMARK TV**

192 South INDIAN AVE.

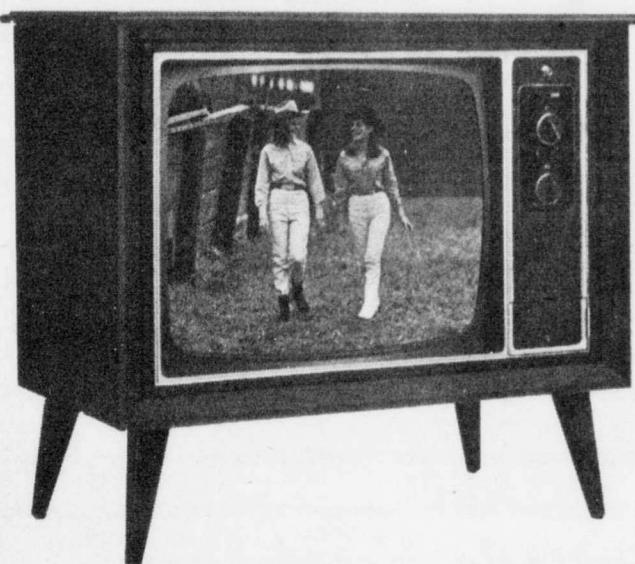
BankAmericard Master Charge 90 Day No Charge Financing with approved Credit

Honesty and Integrity SINCE 1955

PHONE 325-9661

CLEAN SWEEP

ZENITH



**23" Diagonal Picture
Solid State
COLOR CONSOLE**

Distinctive modern styled lowboy console. Beautifully finished in grained Walnut vinyl.

\$578



**17" Diagonal Picture
ZENITH COLOR
PORTABLE**

Distinctively styled compact portable. Solid State. Light beige cabinet with dark brown back.

\$388

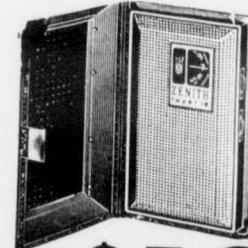
SUPER SPECIAL



**19" DIAGONAL
PICTURE
PORTABLE**

with
Earphone
and carry
strap.

**POCKET \$8
RADIO**



**"BILLFOLD-
Style"
PORTABLE
RADIO
Complete with
Earphone**

\$13⁰⁰

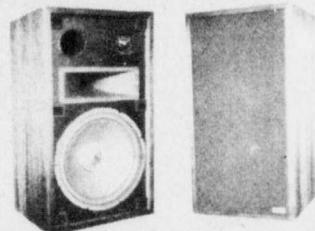


**SOLID STATE
AM/FM STEREO**

Built-in Two Plus Two speaker matrix. Precision record changer. Flywheel tuning. Two Allegro 2000 speaker system. Grained walnut color cabinets. Dust cover.

**SALE
\$178**

ALL APOLLO SPEAKERS



Apollo V-1000 — 12" hi-compliance woofer w/Super powerful 32 oz. Magnet, 10" Super horn tweeter for midrange & high frequencies Thorpe electronic crossover network, 8 Ohm Impedance, crossover frequency 800 Hz, power handling Cap. 60 watts RMS

Regular \$69.95 to \$379.95

1/3 OFF

**DIAMOND
NEEDLES**

REGULAR
\$5.95 to \$54.95
CLEAN SWEEP ONLY

1/2 PRICE



**KEN PARKER'S
HALLMARK TV**



192 South INDIAN AVE.

Honesty and Integrity SINCE 1955
PALM SPRINGS

Phone: 325-9661



COVERS FOR LOVERS — Dana Troupe, manager of the Covers for Lovers shop at 314 North Palm Canyon Drive, demonstrates how to sell merchandise during Clean Sweep bargain sales days. She specializes in Kirsch bedspreads, handmade quilts, linens, draperies and bedroom accessories. (Photo by Chuck Scardina)

Super Sale

UP TO **1/2 OFF**

SPORTSWEAR — GOWNS — CASUALS

SHOW BIZ BOUTIQUE

452 No. Palm Canyon, Palm Springs 325-8009

Masters' Candies
YOUR COMPLETE CANDY STORE

WE'RE GIVING AWAY
The Palm Springs Dollar

FREE
(PRESENT THIS AD)

WITH THE PURCHASE OF EACH ONE POUND BOX OF CHOCOLATES.

OFFER GOOD DURING CLEAN SWEEP ONLY

VOID AFTER 7/12/75 palm springs mall

Betty's Fashions
Celebrates this year's

CLEAN SWEEP
SALE

palm springs mall

Tahquitz - McCallum Way, at Farrell Dr., Palm Springs, Calif.

cool off

at a western steak cookout!
\$6.95 after five

An exciting ride takes you to the top of The Tram. Cool, refreshing mountain air makes a hearty appetite appreciate a great steak, baked beans, crisp salad and hot garlic bread.

Young adults 12-17, \$5.95;
children 4-11, \$3.50.

Dine outside in the cool beauty of mountain greenery. Open all summer (except Tuesday and Wednesday). For more Ride 'n' Dine information phone (714) 327-9711.

Palm Springs Aerial Tramway

Credit cards not accepted for this special.



SY DEVORE QUALITY — Carl Martin holds up one of the many fine printed shirts at Sy Devore at 188 North Palm Canyon Drive. The elegant men's shop has fine leather jackets and suit ensembles that any shoppers who are fashioned minded can add to their wardrobe. (Photo by Chuck Scardina)

STOREWIDE Summertime Savings

DRESSES

Values to \$50

\$10⁰⁰ to \$32⁰⁰

SLACKS

Values to \$30

\$10⁰⁰ to \$20⁰⁰

SPORTSWEAR

PANTS-BLOUSES-SHORTS

SKIRTS & TOPS \$4⁰⁰ to \$20⁰⁰

Values to \$30⁰⁰

Handbags-Jewelry-Lingerie

ALL ITEMS FROM OUR REGULAR
FASHION STOCK

at

Miss K-G

OPEN MON. & FRI. 'TIL 9 p.m.

SUNDAY 12 to 5 p.m.

K-G MEN'S STORE ONCE A YEAR GIGANTIC CLEAN SWEEP SALE



LONG
SLEEVE
SPORT SHIRTS
HALF
PRICED

THOUSANDS OF OTHER ITEMS

SALE PRICED



MON. & FRI.
'TIL 9 P.M.

MEN'S STORE



palm springs mall
Tahquitz-McCallum Way at Farrell Dr., Palm Springs, Calif.



SHORT
SLEEVE
DRESS SHIRTS
HALF
PRICED

THOUSANDS OF OTHER ITEMS

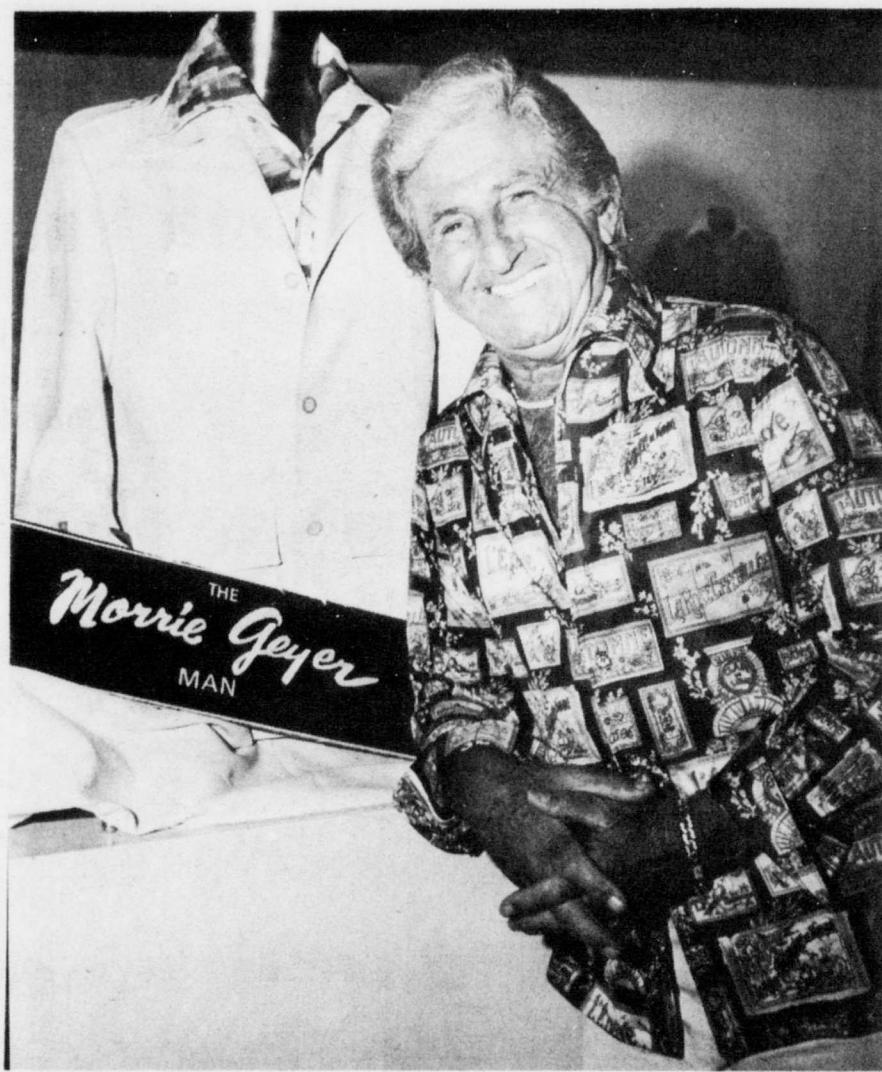
SALE PRICED



SUNDAY
12 to 5 P.M.



DRUMMING UP SALES — Joanne Wilbrecht fashions some of the many bargains to be found in the Moccasin Shop at 174 North Palm Canyon Drive. On hand for Clean Sweep bargain days are some handsome turquoise jewelry and Indian leather goods. Come in and say "How!" (Photo by Chuck Scardina)



THE MAN — Morrie Geyer of Morrie Geyer's men shop at 266 North Palm Springs is slashing prices during Clean Sweep Bargain Days. Morrie says that the merchandise is always in style. He has some great colors in leisure suits and slacks. (Photo by Chuck Scardina)

BALLY — JOHNSTON & MURPHY — NUNN BUSH

SHOE SALE

\$14⁹⁰ to \$29⁹⁰

Values to \$65.00 — not all sizes in all colors

ted land

ALL SALES FINAL
NO REFUNDS
NO EXCHANGES

PALM SPRINGS DESERT INN FASHION PLAZA 325-2218

"Hooray I'm Pregnant"

THE WATERMELON SEED

palm springs mall
Fahquita - McCallum Way, at Farrell Dr., Palm Springs
327-7870

come in and see our baby boutique

Gingham Check and
Pique With a Cool
Look at Summer!

SUMMER SALE ITEMS
20% to 50% OFF

We have a complete line
from bathing suits to evening dresses

GEORGE HILLA'S

ARGYLE MEN'S WEAR **shop**

PH. 327-3818

Come CLEAN with latest fashions or SWEEP through our sale racks. Selection of sport coats, jackets, cardigans, dress shirts and swim wear marked down.

YOUR BANKAMERICAN CARD welcome

WE HONOR master charge THE INTERBANK CARD

PALM SPRINGS MALL "ON THE STRIPE" (next to B of A)

CLEAN SWEEP SALE

UP TO 50% OFF

Lois Wilson's **mode o'day**

G YOUR BANKAMERICAN CARD welcome

Palm Springs Mall

WE HONOR master charge THE INTERBANK CARD

CLEAN SWEEP SALE

WE WILL NOT BE
UNDER SOLD!

MOEN REPLACEMENT CARTRIDGE

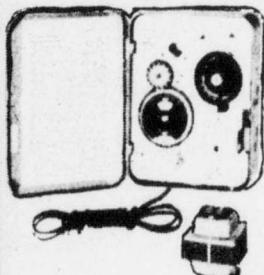
Fits all Moen faucets and
installs
in minutes.
THIS WEEK ONLY

\$4.95

**Charette 30
GAS
Bar-B-Q**
By Armco

lawn genie

R 303LG 3 STATION CONTROL



Reg. \$42.50 SALE

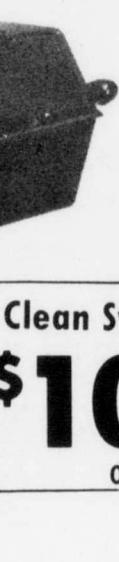
\$29.95

5-60 MINUTES
PER STATION
EACH STATION
OPERATES ONE
VALVE AT A TIME
ANY SKIP-A-DAY
PROGRAM
RAIN SWITCH
MANUAL SWITCH
SAFE 24 VOLTS AC
UL LISTED PLUG-IN
TRANSFORMER
CLASS TWO WIRING
NO CONDUIT NEEDED

FREE



FAUCET WASHERS
No Purchase Necessary



Bath Vanity

17 x 20
—With—
Cultured
Marble Top

\$39.95

Clean Sweep

\$109.95

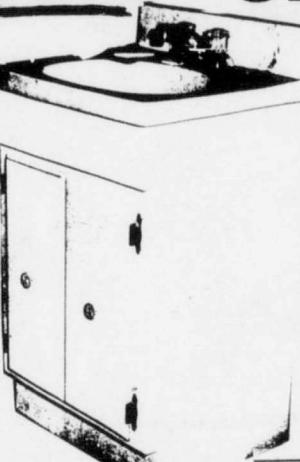
On Post



**SINGLE
LEVER
SINK FAUCET**

\$21.95

reg. 27.95



**THE
SHOWER CADDY**

Chrome plated and designed
to add to the decor of any
shower. Holds all of those
personal little items
you remember after
you're wet.

\$5.95



Palm Springs

PLUMBING COMPANY INC.

"Complete Line of Plumbing Supplies"

BANKAMERICARD ACCEPTED

Phone 325-6704

Palm Springs Plumbing Co., Inc.

208 No. Indian Ave.
325-2565

YOUR
BANKAMERICARD
welcome

**THE BATH
BOUTIQUE**

**CLEAN SWEEP
SUPER SAVINGS**

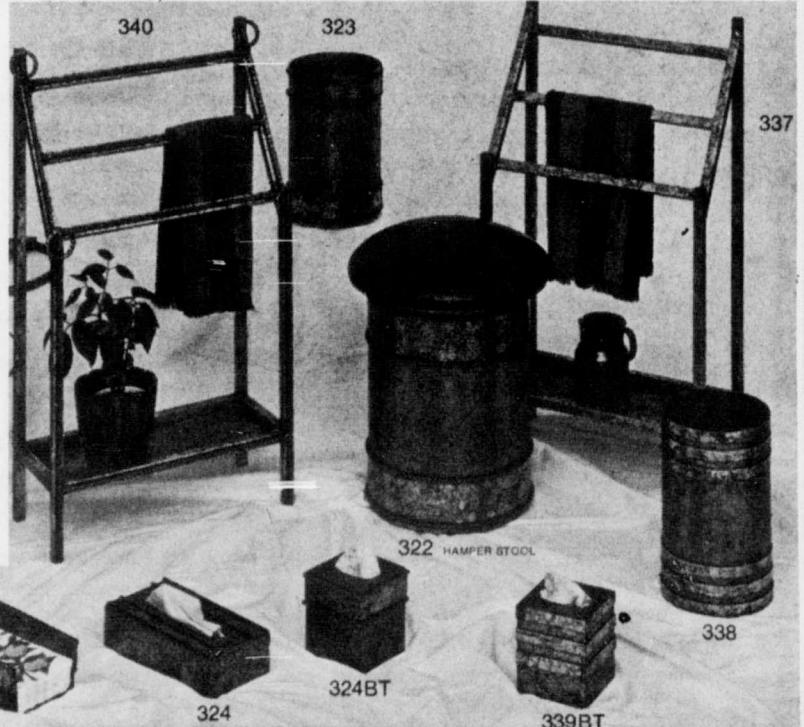
25% OFF!

Decorative Towel
Shower Curtains

Lucite Accessories
Village Bath Products

Decorative Towel Bars
Ginseng Soap

TOWNHOUSE ORIGINALS



ARTISTRY
IN IRON
WITH
BEAUTIFUL
GOLD AND
SILVER
LEAF

VANITY STOOL

Brass with
White Vinyl Cushion

\$9.95

SPECIAL
For Clean Sweep



337

age 7

JCPenney



31 pairs Only
Women's braided vamp cross strap
 Orig. 3.99 **Now 2.88**
47 pairs Only
4 band Sandal
 padded insole
 Orig. 4.99 **Now 2.88**

Girls

500 Only
Girls short sets
 sizes 3-6x and 7-14
 Special Buy **1.22**
48 Only
Girls knit tops 3-6x
 sleeveless red and blue
 Orig. 1.99 **Now 2/3.00**

Girls knit tops 7-14
 short sleeve red and blue
 Orig. 1.99 **Now 2/3.00**



Womens

288 Only
Tank tops
 polyester and polyester and cotton
 S-M-L
 Special Buy **1.99**
192 Only
Novelty print bikini
 100% nylon tricot
 Special Buy **.66**
420 Only
Womens shifts
 polyester and cotton
 misses and queen sizes
 Special Buy **3.44**



56 pairs Only
Buffalo Sandal
5.88
24 pairs Only
Cork sole sandal heel
 Orig. 11.99 **Now 5.88**
108 pairs Only
Three band sling sandal
3.99

Womens

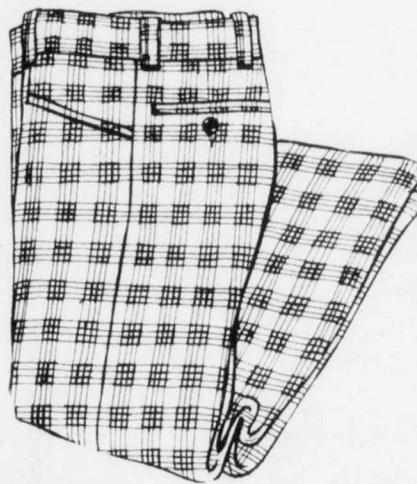
83 Only
Summer Halter Dresses
 Sizzlers Sizes 3-11
 Special Buy **7.88**
230 Only
Pull-on Pant
 polyester sizes misses and queen
 Special Buy **3.44**
Many
Bathing Suits
 Assorted and all sizes
 Special Buy **5.99 to 10.99**



HOURS:
 Monday and Friday 9:30 to 9 P.M.
 Tues., Wed., Thurs., Sat.
 9:30 to 6 P.M.
OPEN EVERY SUNDAY
 12:00 to 5 p.m.

PALM SPRINGS MALL
 Corner Tahquitz-McCallum
 and Farrell Dr.

JCPenney



36 Only
Sport coats
broken sizes
Orig. 39.95 **Now 21.88**

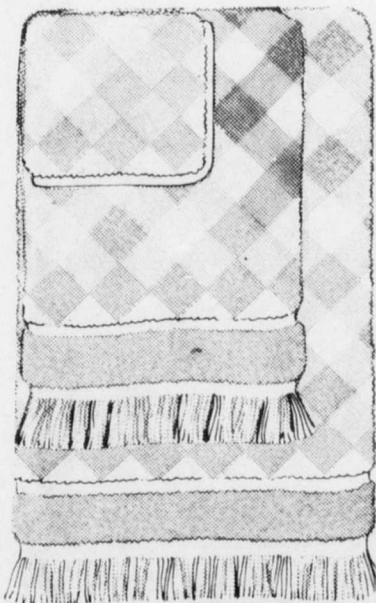
48 Only
Ties
"4 in hand"
Special 4 / 5.00

For the Home

50 Only
Bathroom rugs
sizes 24x45 and 27x45
25% Off

36 Only
Quilted Hampers
Baskets
Bruch holders
colors gold,
green and black
25% Off

12 Only
Table Cloths
70 inch round velvet
red and green
Orig. 20.00 **Now 9.88**



Men's

400 Only
Seersucker Slacks
100% polyester
sizes 31-40
Orig. 15.00 **Now 7.99**

240 Only
Woven sport shirts
short sleeves
Special 2.99

48 Only
Shirt Assortment
various fabrics
long sleeves
sizes-m & l
orig. - 12.00 **Special 2.88**

For the Home

24 Only
Curtain tie backs
50% Off

80 Only
Bath Accessories
cups, soap dishes,
baskets, tissue holders,
tooth brush holders
and hand towel bars
50% Off

86 Only
Mattress Pads
twin and full sizes
1.88

50 Only
Shower curtains
assorted colors
1.44

200 Only
Percale and muslin
sheets no-iron
fitted with some flats
cases
twin
fulls
queen
western king

500 Only
Fashion print,
florals and checks
bath towel
hand towel
wash

Boys'

240 Only
Crewneck knit shirts
short sleeve
no pocket
similar to illustration
sizes 5, 8, 12, 16
Special 1.50

30 Only
Cut Off Jeans
navy (only)
sizes 8-16
Special 2.50

9 Only
Jean Jackets
pre-school sizes s & m
green and burgundy
Orig. 7.00 **Now 2.88**



Women's Accessories

Womens Handbags
assorted styles
Orig. 6.00 to 12.00
Now 3.88 and 6.88

Toys

17 Only
Baby pool float
Orig. 2.88 **Now 1.88**

50 Only
Fisher Price® dolls
Orig. 5.88 **Now 3.88**

130 Only
5 transistor
Am radio
Special Buy **2.99**

Infants

27 Only
Fitted crib sheets
elastic ends
Orig. 4.79 **Now 2.88**

100 Only
Fitted bassinette sheets
knit bottom sheet
Orig. 2/2.19 **Now 2 / 1.50**

For the Home

21 Only
Animal Cookie Jars
Special 6.99

15 Only
Electric Bun Warner
Orig. 9.49 **Now 6.88**



Yardage

Polyester blends
solids and prints
size 60
Orig. 3.66-3.99
Now 1.44 to 1.88

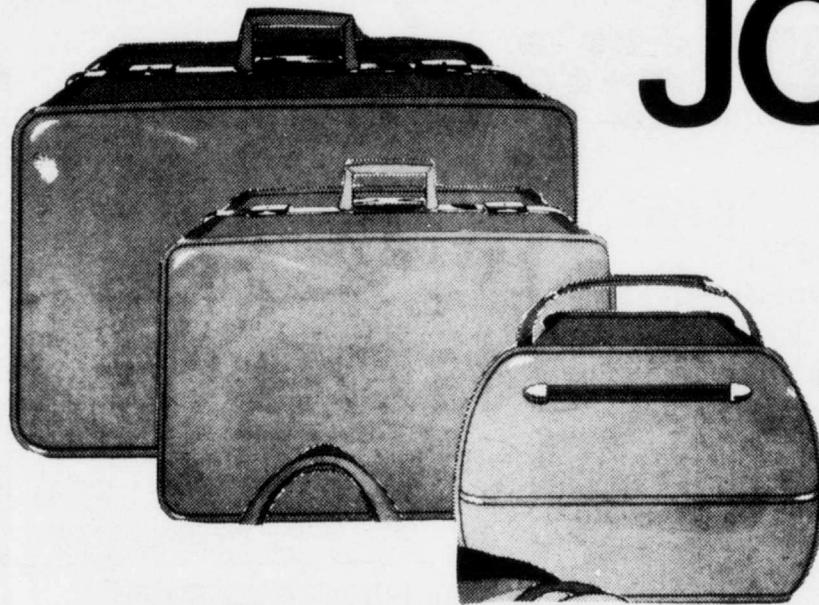
Knitting Accessories

Needles and
crochet hooks
Orig. .30 to 2.95
Now .10 to 1.88

Coordinate's

300 Only	
broken styles	
towel	.66
mitts	.66
hot pad	.33
wash cloth	.33
aprons	1.66

JCPenney



Luggage

60 Only

Womens Flexside® Luggage

30 tote	Orig. 24.00	Now 13.99
10 21 inch	Orig. 27.48	Now 14.99
20 26 inch	Orig. 39.98	Now 23.99

8 Only

Foot lockers

Blue denim (30x16x12) Orig. 17.00 Now 12.99

Samsonite® (Silhouette) Luggage
50% Off



Patio Furniture and Accessories

19 Only

Folding chair with pad

Special Buy 8.99

14 Only

Foam chaise pad

2 inches thick

Special Buy 7.99

6 Only

Electric pedestal Hibachi

cast aluminum

Special Buy 15.99

9 Only

Folding Braziers 18 inch
cordless rotisserie and 4-inch
wind screen

Special 7.99

2 Only

Electric Kettle 16 inch

Special 29.99

No trade in required

			Retail	Fet.
4700	10	A78-13	15.99	1.76
4701	28	E7-14	18.99	2.27
4702	20	F78-14	18.99	2.40
4703	50	G78-14	18.99	2.56
4704	34	G78-15	19.99	2.60
4705	29	H78-15	19.99	2.83

Now 37⁸⁸



Bicycle — 20 inch coaster brake

12 Girls — color, green
18 Boys — color, yellow



Now 37⁸⁸



SUITS REDUCED — George Weill of George Weill fashions at 170 North Palm Canyon Drive holds up two bargains for Clean Sweep Bargain Days. The fashionable shop holds many bargain surprises for that special lady of the house. Drop in and say hello. (Photo by Chuck Scardina)

Singer presents

the first electronic home sewing machine in the world.

Select your stitch. Touch a button. And sew instantly.

We service all make sewing machines.

Athena* 2000 sewing machine

From this moment on you can 'create' rather than operate. Because Singer engineers have invented an electronic space-age marvel that replaces over 350 parts. There are no cams to insert. No complicated adjustments. Every stitch you could want is built into a 'memory bank' at your fingertips. The Athena 2000 sewing machine all but thinks for you. Come in for a demonstration. And let a new era of easier sewing begin for you.

SINGER
Sewing Centers and participating Approved Dealers.

MON. thru SAT. 10 A.M. to 6 P.M. 327-1337
CLOSED SUNDAY

palm springs mall
Tahquitz-McCallum Way, at Farrell Dr., Palm Springs, Calif.

*A Trademark of THE SINGER COMPANY

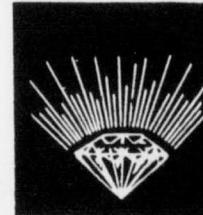
Leeds JEWELERS

10TH ANNUAL SUMMER

Diamond SALE

NOT JUST A FEW RINGS — BUT every single ring in stock is being offered at a reduction of

25% OFF



JUST IMAGINE! WITH GOLD AND DIAMONDS GOING UP ALMOST EVERY DAY YOU CAN INVEST IN THE FUTURE BY SELECTING THAT DIAMOND NOW, DURING THIS SALE

- DIAMOND BRIDAL SETS
- DIAMOND WEDDING RINGS
- MEN'S DIAMOND RINGS
- DIAMOND COCKTAIL RINGS
- DIAMOND EARRINGS
- DIAMOND JEWELRY
LOOSE DIAMONDS TOO

LET *Leeds* REMOUNT
YOUR OLD RINGS AT-

25% OFF

*Easier Budget Terms and
LAY AWAYS TOO!*

Leeds
JEWELERS



palm springs mall
Tahquitz-McCallum Way, at Farrell Dr., Palm Springs, Calif.

also at **LEEDS, INDIO**
82-718 Miles Ave.

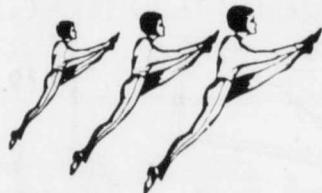
WE'RE SWEEPING OUT
The **COUNTRY HOUSE**
Hundreds of
**TOPS • SHIRTS
SWEATERS** **50% OFF**
TUB of HALTERS NOW... \$3⁰⁰
Values to \$20⁰⁰
SKIRTS, DRESSES NOW... \$10⁰⁰
Values to \$50.00
THE **COUNTRY HOUSE** 223 S. Palm Canyon Dr. 325-4787

SPORTSHIRTS	SLACKS
Values to \$22.50 NOW... \$9⁸⁸ 2 FOR \$18 ⁰⁰	Values to \$40.00 NOW... \$19⁸⁸ 2 FOR \$38 ⁰⁰
SUITS SPORTCOATS LEISURE JACKETS Values to \$150.00 NOW... \$29⁰⁰	BankAmericard Master Charge 

150 N. PALM CANYON DR. CLOSING FOR THE SUMMER ON JULY 12

AN UNPRECEDENTED EXTRA SALE

at



Pants Galore

22 THE PLAZA

A MID-SUMMER CLEAN SWEEP OF

**PANTS
BLOUSES
SHORTS
PANT SUITS
SWIM SUITS**

at

1/2

PRICE

Sizes 6 to 46

All major credit cards



CARLOS' MENSWEAR

"FOR MEN OF GOOD TASTE"

134 So. Palm Canyon Drive

Palm Springs, Calif.

Phone (714) 325-7019

Variations **SALE**

OF PALM SPRINGS



**ANTIQUE COPPER
UNIQUE
DECORATOR PIECES**

From Iran

50% OFF

SISAL MACRAME PLANT HANGERS

ALL SIZES

★ **Carpet Nylon Plant Hangers
20% OFF**

★ **Pots (All Sizes & Shapes) All Colors:
33 1/3 % OFF
White, Yel., Etc.**

UNUSUAL JEWELRY

*Including Jade, Coral-RINGS, EARRINGS, NECKLACES
Puka Shell Necklaces*

MANY UNUSUAL GIFT ITEMS

ONYX, WOOD, CERAMICS

at Greatly Reduced Clean Sweep Prices!

Variations *Come in and browse*
OF PALM SPRINGS

125 The Plaza at Indian Ave • Across from A&W Root Beer • 325-4780



Thrifty

DRUG AND DISCOUNT STORES

CLEAN SWEEP SALE

- 366-368 S. Palm Canyon Dr., Palm Springs
- 2333 Farrell Dr. & McCallum Way, Palm Springs
- 82-123 Ave. 46, Highway 111 & Monroe, Indio
- Sunset Ave. & Ramsey, Banning
- 69044 Highway 111 & Date Palm, Cathedral City
- Highway 111 & Highway 74, Palm Desert
- Highway 86 & 50th Ave., Coachella

OPEN DAILY 9:00 AM-10:00 PM FOR YOUR SHOPPING CONVENIENCE

- Large 60"x40" Size
- 14-Gauge Vinyl Construction
- Colorful Interior & Exterior



INFLATABLE 1-MAN BOAT

Inflate this beauty and there's lots of room for 1. Durable, heavy-duty, 14-gauge embossed vinyl construction. Lightweight, yet tough enough for you to use on the ocean, or just in your pool. Large 60" x 40" deflated size with bright, colorful interior & exterior. Great price! Hurry!



Made to Sell for 24.95 **1 288**

KETTLE BARBEQUE

Rugged, heavy-duty steel, porcelainized inside and out. Compact enough to use almost anywhere. Collapsible legs for storage.

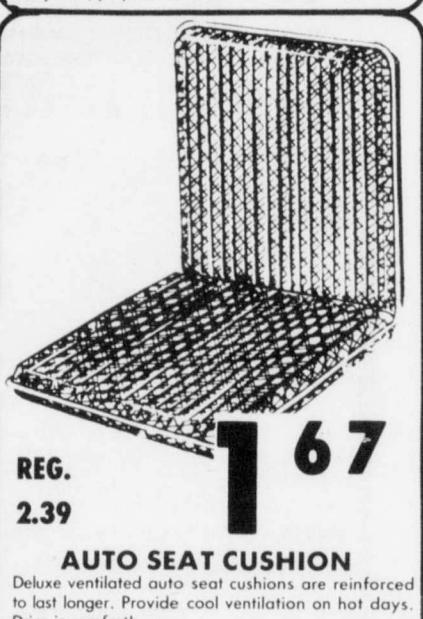
FANTASTIC ONLY!
REG. 7.69 **5 99**



REG. 11.96

PATIO CHAIRS

Folding padded aluminum patio chairs. 1" polished high strength aluminum tubing post leg construction. Polyfoam pad, plastic arms.





DIAMOND TERRY — Terry Weiner of Leeds Jewelry displays a diamond matched wedding band set, and a rather spiffy diamond ring on his finger, at the Palm Springs Mall shop. The store also features fine silver tea sets, electronic watches and lives up to its motto, "Your Friendly California Jewelers." (Photo by Chuck Scardina)

FREE EAR PIERCING

WITH PURCHASE OF
24 K GOLD PLATED SURGICAL STEEL STUDS

\$10⁰⁰ ANY DAY OF THE WEEK (CLOSED SUNDAY)

Come in and get Acquainted

BRING THIS COUPON AND BUY
ANY PAIR OF EARRINGS — DIAMONDS,
JADE, PEARL, GOLD — FOR 20% OFF

COUPON

20%

OFF ANY PAIR
OF
EARRINGS
IN STOCK

WITH COUPON
VALID JULY 7 — 12
PACKOUZ JEWELERS — 125 S. Palm Canyon Dr.

PACKOUZ JEWELERS

125 SO. PALM CANYON DRIVE

PALM SPRINGS

325-4300



115 SO. PALM CANYON DRIVE

325-2467

Make a "Clean-Sweep" of:

★ 100% POLYESTER SPORTCOATS

\$69.50 to \$125.00 NOW ... \$37⁷⁷

★ 100% POLYESTER SLAXS

\$25.00 to \$50.00 NOW ... 1/2 PRICE

★ SHORT and LONG SLEEVE SHIRTS

\$10.00 to \$25.00 NOW ... 1/2 PRICE

Starts Monday, July 7th!

Lanz

Up to

1
—
2
Off

Up to
1
—
2
Off

Entire Stock of
**SUMMER
FASHIONS**

Sportswear, Coats, Suits,
Dresses, Lingerie
Swimwear

116 South Palm Canyon Drive Palm Springs 325-2891

**CLEAN SWEEP
SALE**

BEACHCOMBER SHOP

SWIMSUITS

Many From Famous Manufacturers
AT OUR LOWEST PRICES OF THE SEASON

• Substantially Reduced •
DRESSES — SHIFTS — TOPS — SHORTS

HALTER DRESSES & Matching SWIMWEAR SETS
SWIMWEAR! SWIMWEAR! SWIMWEAR!

*Beachcomber
Shop*

OPEN 9 to 6
DAILY
INCLUDING
SUNDAY

100 NORTH PALM CANYON DRIVE
PALM SPRINGS, CALIFORNIA 92262

BANK-
AMERICARD
& MASTER
CHARGE

Corner N. Palm Canyon Drive & Tahquitz McCallum 325-9666
American Express • Diners & Carte Blanche

DON'T MISS IT! DESMOND'S CLEAN SWEEP **Sale** SAVE UP TO 1/2 AND MORE!

SAVINGS FOR MEN

MEN'S
Famous Name
SLACKS
Were 15.00
9.99

**SWIMWEAR
SPECIAL**
Boxer style in
solids or patterns
Were 11.00 to 14.00
5.99

MEN'S
Famous Name
KNIT SHIRTS
Values from 14.00 to 18.00
7.99

Special Purchase
Short Sleeve
SPORT SHIRTS
Reg. 16.00 to 18.00
8.99

Famous Name
**MEN'S
UNDERWEAR**
Reg. 2/5.50
2/2.74

MEN'S HOSIERY
Reg. 1.25
99¢ or 6/5.75

Men's Short Sleeve
Knee Length
PAJAMAS
6.49

SAVINGS FOR WOMEN

LONG DRESSES
Dacron® and
Cotton Voile
Values to 54.00
34.99

**SUMMER
PANTSUITS**
2 and 3 Piece Styles
16.99 to 29.99

Double-Knit Poly
**GOLF
SKIRTS**
Reg. 20.00 - 26.00
13.99

Famous Names
COORDINATES
Pants, Jackets,
and Skirts
Were 16.00 to 50.00
1/3 OFF

Famous Name
Poly Knit
PANTS
Solids and Patterns
Were 20.00 to 24.00
11.99

Famous Name
Poly Knit
JAMAICAS
Reg. 11.00
6.99

Famous
Hawaiian Maker
**LONG PRINT
DRESSES**
Were 56.00
35.99

**SHORT SLEEVE
SHIRTS**
Dacron and Cotton
Assorted Prints
Reg. 14.00
6.99

Long Sleeve
Polyester Knit
PRINT SHIRTS
Were 18.00 to 21.00
11.99

DESMOND'S DESERT STORE—160 South Palm Canyon Drive



CENTER PHOTO GAL — Shelley Wiesmann, salesperson for Center Photo of Palm Springs Shopping Mall, holds up two famous brand 35mm cameras. They are just some of the big stock of photographic supplies for the amateur and professional photographer during Clean Sweep Bargain Days. (Photo by Chuck Scardina)

"Clean Sweep" STOREWIDE Sale

HALF & LARGE SIZE WOMEN'S APPAREL
Sizes 12 1/2 to 32 1/2
36 to 52
NAME BRANDS

**ALL SALES FINAL
UP TO 60% OFF**

**SWEATERS
50% AND UP**

**LONG DRESSES
30% AND UP**

**CAPRIS
30% OFF**

Hours: MON. thru SAT. 9:30 — 5:30
Everything for the Big, Beautiful Woman!

Fashion Center Stores
248 SO. PALM CANYON DR.
PALM SPRINGS 325-4516

We have the largest selection of beautiful "LARGE SIZE" LADIES CLOTHING . . . SIZES 12 1/2 to 32 1/2 AND 36 to 52.

1/2 PRICE SALE **SHOP HERE FIRST . . . AND SAVE!** **1/2 PRICE SALE**

AT THE ENLARGED **arts PANTLAND**
Your High Fashion Specialty Shop For Guys & Gals

ENTIRE REGULAR STOCK 1/2 OFF

SALE ENDS SAT. JULY 12

arts PANTLAND

LEISURE SUITS
SLAX (to size 52)
JEANS (to size 44)
SHIRTS (to 3X)
3-PC. VESTED SUITS
PRE-WASHED DENIM SETS
LEATHER JACKETS
BLAZERS
OVERALLS
T-SHIRTS
SHORTS
BELTS

DRESSES (Long & Short)
GALS TOPS
GALS PANTSUITS
HANDBAGS-PURSES
CAPS and HATS
DENIM SKIRTS
HALTER TOPS
STRING BIKINIS
SWIMWEAR
JACKETS
TANK TOPS
JEWELRY

**ALL SALES FINAL
NO REFUNDS
ALTERATIONS EXTRA**

HEADQUARTERS FOR LEISURE SUITS, DENIM SETS
3-PIECE VESTED SUITS

252 SO. PALM CANYON DRIVE • FREE PARKING IN REAR FROM INDIAN AVE.
(714) 325-8332 HOURS DAILY: 10 — 6 • SUNDAY: 11 — 4

your
BANKAMERICAN
welcome

**WE HONOR
master charge
THE INTERBANK CARD**

CLEAN SWEEP SALE

PALM SPRINGS CAMERA AND SOUND IS FEATURING THE CLEANEST SWEEP OF ALL. CLEAN-UP ON THIS GREAT NEW ALBUM BY HELEN REDDY. WE'VE EVEN DISINFECTED THE PRICE!

HELEN REDDY'S NEW RELEASE "NO WAY TO TREAT A LADY"

FEATURING HER HIT SINGLE "BLUE BIRD" ON CAPITOL RECORDS. THIS SHINY NEW, CLEAN ALBUM ONLY

Other Records
and Tapes
from **\$1.29**

\$4.99



Memorex 1/2 Price Sale

90-Minute Cassette

Buy one at
regular price --
get the other
at 1/2 price



PACKAGE
OF 2
Only . . **4.98**

*Clean Sweep
Package Price . . . \$5.25*

OPEN 7 DAYS

*Palm Springs
Camera and Sound*

160 NO. PALM CANYON DRIVE, PALM SPRINGS
325-3322

KLEEN

LADIES SPLIT COWHIDE JACKETS

BLUE TO MATCH DENIMS **\$19.50**
(REG. \$49.50)

MEN'S LEATHER JACKETS — LINED

At **\$49.00** (WERE \$79.00 & \$110.00)

MEN'S CORDUROY JACKETS

At **\$17.50** (REG. \$45.00)

IMPORTED
WHITE
PERFORATED

Clog . . . **\$8.50**

DUNHAM TRUKKERS
\$8.00 (REG. \$18.00)

WOMEN'S HUARACHE
WEDGE . . . **\$8.00** (REG. \$18.00)

CHILDREN'S SANDALS
1/2 PRICE

SWEEEP

YOU WILL FIND SOME
NICE BARGAINS
IN OUR AUTHENTIC
INDIAN JEWELRY
DEPT.

GOOD
BARGAINS
IN ALL
DEPARTMENTS
NO LAYAWAYS OR
REFUNDS ON SALE
MERCHANDISE

SALE

The Moccasin Shop

174 NO. PALM CANYON
DRIVE, PALM SPRINGS

OPEN EVENINGS

MasterCharge BankAmericard
IN PALM SPRINGS
QUALITY COSTS NO MORE DOWNTOWN

Walker Scott

palm springs mall

Tahquitz-McCallum Way, at Farrell Dr., Palm Springs, Calif.

ORIG. \$3-\$7 SUMMER HATS

1.99-3.99

Choose from breezy straws and fabulous fabrics in an assortment of summer styles. Hurry!

ORIG. \$4 ACCENT SCARVES

2.99

Save 1/4 on chiffon & polyester scarves. Ideal tied, draped or combined with jewelry.

ORIG. \$2-\$10 COSTUME JEWELRY

1/2 price

Rush for this fantastic selection of bracelets, chains, earrings, beads & much more! Popular fall and summer styles to choose from. **\$1-\$5**

SPRING & SUMMER HANDBAGS

3.99-18.99

Orig. \$5-\$33! Enjoy savings of 20%-42% on straws, vinyls & fabrics in pastels, solids, combinations and novelties. Shop early for best selection!

WOMEN'S DRESS & CASUAL SHOES

8.88 pr.

Orig. 15.99-23.95! Be here very early for first choice from over 800 pairs in an array of open & closed styles. All are in the latest fashion colors at spectacular savings of 44%-63%!

MISSES' PLAYWEAR BUYS

4.99-8.99

Orig. \$8-\$15! Save 38%-40% on cord stripe shorts, culottes, skivvies of pure polyester. All from a most famous maker!



FREE PASSES WHILE SUPPLY LASTS

**CLEAN UP BIG SAVINGS
IN OUR ANNUAL SUMMER**

CLEAN SWEEP SALE

Starts Sun. July 6 thru Sat. July 12

**Sorry, no mail or phone orders . . .
all items subject to prior sale**



MISSES' ORIG. \$16 PRINT SHIRTS

10.99

Very famous brand name shirts at a reduction of 31%! All are short sleeved . . . ideal for summer!

MISSES' ORIG. \$9 SHELL BUYS

save 1/3

Summer-right sleeveless styling with mock-turtle neck. Easy-care textured polyester. **5.99**

MISSES' ORIG. \$12-\$16 SHIRTS

6.99-9.99

Take your choice of sheer & crinkle shirts of 100% nylon at 38%-42% savings. Long sleeved styling. Great over a tank for summer wear.

MISSES' SUMMER SPORTSWEAR

4.99-6.99

Orig. \$6-\$16 group of sleeveless tops, shorts & culottes from a famous Calif. maker. Colorful novelty styles at great savings of 17%-56%!

MISSES' ORIG. \$18-\$21 PANTS

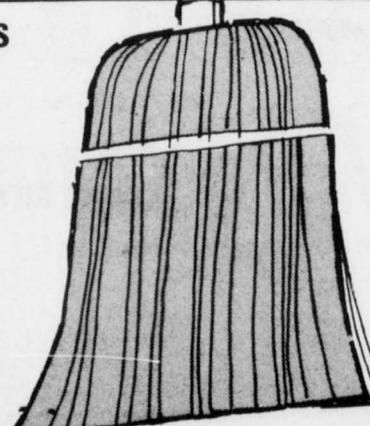
9.99-14.39

Be very early for 31%-45% savings on pull-on basic pants. Well-known labels, of course! Many summer colors in misses' sizes, so hurry!

MISSES' PANTS SAVINGS

8.99-11.99

Orig. \$14-\$16 pull-on & fashion pants reduced 25%-36%! Polyester knits & gabardines . . . polyester/cotton fabrics, too. Colorful buys!



MISSES' ORIG. \$20 SHEER SHIRTS

12.59

Save 37%! An array of novelty prints from a most renowned maker. Hurry, quantities are limited!

MISSES' ORIG. \$22-\$50 DRESSES

1/2 price

Many styles and colors to choose from in this street-length assortment. **10.99-24.99**

MISSES' CALIF. COORDINATES

1/3 off

Orig. \$14-\$36 sportswear in spring and summer shades. Find pull-on pants, blazers, vests, skirts and some jackets. Sleeveless, short & long sleeved print shirts, too. **9.39-23.99**

MISSES' POLYESTER PANTSUITS

12.99

Very special purchase! Good selection of colorful styles at this low price. Better hurry!

HALF-SIZE DRESS SAVINGS

9.99-17.99

Orig. \$20-\$36! Contemporary styles in a variety of popular fabrics. Fashion hues.

LARGE-SIZE SPORTSWEAR VALUES

1/2 off

Orig. \$14-\$22 tops and pants group of 100% polyester. Many colorful choices. **6.99-10.99**

ORIG. \$8 COVER COAT BUYS

4.99

Ideal as a beach cover up! All over nylon lace in white & pastels. Hurry for 38% savings!

SHOP MON., FRI. 10-9, TUES., WED., THURS., SAT. 10-6, SUN. 12-5

Page 19

Walker Scott

palm springs mall
Tahquitz-McCallum Way at Farrell Dr., Palm Springs, Calif.

ORIG. \$5-\$30 NYLON SLEEPWEAR

2.99-19.99

Save 33%-40% on long gowns, shift gowns, baby dolls & peignoir sets of easy care tricot.

ORIG. \$5-\$8 BANDEAU BRAS

save 1/2

Outstanding savings on discontinued styles & colors from many famous makers. **2.49-3.99**

ORIG. \$5-\$6 SLEEPWEAR BUYS

3.99-4.99

Girls' & little girls' summer group of long gowns & baby dolls in solids, prints. Broken 4-6x & 7-14 sizes. Not all styles in all colors.

ORIG. 19.99-\$44 PARTY PAJAMAS

9.99-16.99

Fabulous 50%-61% savings! Variety of colorful styles in care-free fabrics. Be early for these!

ORIG. \$10-\$30 LOUNGEWEAR

6.99-19.99

Good group of robes, dusters, shifts & hostess wear in assorted styles & fabrics. Save 30%-33%!

JUNIORS' POLY SEPARATES

1/3 off

Orig. \$6-\$22 knit shirts, tops, pants and skirts in colorful styles. Shop early! **3.99-14.66**



FREE PASSES WHILE SUPPLY LASTS

Page 20

**CLEAN UP BIG SAVINGS
IN OUR ANNUAL SUMMER**

CLEAN SWEEP SALE

Starts Sun. July 6 thru Sat. July 12

**Sorry, no mail or phone orders . . .
all items subject to prior sale**



JRS.' DRESSES & PANTSUITS

16.99-31.99

Orig. \$26-\$48, now reduced for 33%-35% savings!
Good assortment of styles in broken sizes.

BOYS' FAMOUS PLAID FLARES

5.99

Rush for cuffed & uncuffed belt-loop pants in red plaid only. Never need ironing, 8-16.

JUNIORS' ORIG. \$14-\$20 PANTS

1/2 price

Rush for super savings on this big assortment of styles in popular fabrics. **6.99-9.99**

17.50 VAL. MALIBU SKATEBOARDS

12.99

Save 4.50! Laminated wood board with full action trucks and extra wide urethane wheels. Hurry!

KLEINERTS® BOXED PLAY SETS

1/2 price

Orig. 5.50-\$6! Boys' & girls' styles of machine washable stretch terry & brushed acetate. Flame retardant, gripper crotch. S-m-l. **2.69-2.99**

79.99 VALUE 10-SPEED BICYCLE

save \$20

Men's style imported bicycle with complete CHP reflector requirements. \$5 set-up charge. **59.99**

1.25 VALUE WHAMO® FRISBEE®

69¢

Save a whopping 45% on this always popular outdoor sport. Ideal for beaches, picnics & more!

YOUNG MEN'S CHAMBRAY SHIRTS

6.99

Lightweight all cotton sport shirts suitable for embroidery. Contrast stitched, s-m-l-xl. Blue.

YOUNG MEN'S FAMOUS KNIT SHIRTS

2.99

Orig. \$5-\$8 short sleeved crew neck shirts in assorted washable fabrics. Rush to save \$2-\$5!

YOUNG MEN'S SPORT SHIRT BUYS

4.99

Orig. \$9 short sleeved shirts of 100% nylon in solid colors, sizes s-m-l-xl. Save 45%!

BOYS' ORIG. 14.50 JEANS

6.99

Save 7.50! Polyester/rayon brushed denims in navy, light blue & tan. Sizes 8-16. Hurry!

TO OUR CUSTOMERS: SUPPLIES OF
SPECIALTY PRICED SALE MERCHANDISE
ARE LIMITED. WHEN STOCK ON HAND IS
SOLD, NO MORE IS AVAILABLE.

3 WAYS TO CHARGE . . . WS ACCOUNT, BANKAMERICARD®, MASTER CHARGE®

Walker Scott

palm springs mall

Tahquitz-McCallum Way at Farrell Dr., Palm Springs, Calif.

YOUNG MEN'S JACKETS & JEANS

save \$6-\$7

Light blue western style brushed denims from a most famous maker. Reg. \$20 jackets in s-m-l-xl, **12.99**; reg. \$16 jeans in 30-36, **9.99**

MEN'S ORIG. \$8-\$10 SWIMWEAR

5.99

Save 25%-40% on dunker, boxer, zip-fit styles in solids & patterns. Famous national name brand. 32-40. Not all styles or colors in all sizes.

MEN'S WASHABLE SPORT SHIRTS

5.99

Orig. \$10-\$13 famous shirts of polyester/cotton blends. Solids & patterns in s-m-l-xl.

MEN'S ORIG. \$15-\$18 SHIRTS

7.99

Save \$7-\$10! Long sleeved sport shirts in patterns & solids. Variety of washable fabrics, s-m-l-xl. Not all styles & colors in all sizes.

MEN'S FAMOUS WALK SHORTS

6.99

Orig. \$8-\$12! Solids & plaids of cotton/polyester blends. All machine washable. 32-40.

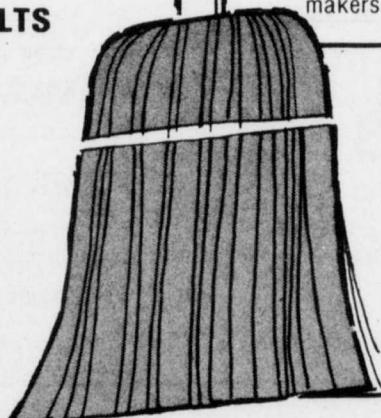
\$6-7.50 VAL. LEATHER BELTS

2.99

Super savings of 50%-60%! Dress and some sport styles in mostly black & brown, 1 1/4" to 1 1/2" widths.



FREE PASSES WHILE SUPPLY LASTS

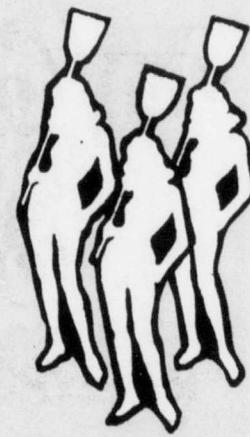


FREE CONVENIENT STORE-SIDE PARKING . . . WHEEL CHAIR RAMP, TOO, AT WEST ENTRANCE

CLEAN UP BIG SAVINGS IN OUR ANNUAL SUMMER CLEAN SWEEP SALE

Starts Sun. July 6 thru Sat. July 12

Sorry, no mail or phone orders . . .
all items subject to prior sale



MEN'S \$8 VALUE SHORTY PJ'S

3.99

Long wearing, generous cut pajamas in solids & fancies. Easy-care fabrics, of course!

MEN'S \$12-\$15 VALUE SLACKS

4.99

Save \$7-\$10! Mostly doubleknit polyester . . . some corduroy. All are belt-loop flares with generous gentleman's cut. Solid colors, 32-42.

MEN'S ORIG. \$7-\$11 SHIRTS

3.99

Save \$3-\$7 on solids & fancies, short & long sleeved shirts. All famous maker quality!

MEN'S \$12-\$15 VALUE ROBES

7.99

Polyester/cotton famous maker robes at savings of \$4-\$7! Solids & fancies, s-m-l-xl.

MEN'S \$5-7.50 WALLET BUYS

3.99

Save \$1-3.50 on soft leather wallets in many favorite styles. Mostly black & brown. Rush!

ORIG. 1.50-3.50 STATIONERY

1/2 price

Hurry for boxed notes & stationery from famous makers. Stock up for gifts & yourself. **75c-1.75**

HANSEN® PICTURE ALBUMS

1/3 off

Reg. \$6 magnetic photo albums with padded leatherette covers. Beautiful way to protect your pictures! **3.99**

SEASONAL CARDS & WRAP BUYS

save 1/2

Orig. 49c-4.50 boxed Christmas cards, bows and paper. All our regular line brands. **24c-2.25**

STATIONERY CLEARANCE VALUES

99c-19.99

Orig. \$2-39.99! Save 1/2 on gift items, games and much more! Some slightly damaged. Hurry!

ORIG. 39.95 DINNERWARE FOR 8

29.99

Save 1/4! Dishwasher safe stoneware is hand-painted, oven-proof. 48-piece set. Rush in!

STAINLESS STEEL FLATWARE

5.99

Orig. 8.88 service for 4. Two patterns to choose from. 24-pieces per set. Save 1/3 if you hurry!

QUAKER® TV TRAY SET VALUES

14.99

24.95 value! Save 40%! 5-pc. set has four 21x15" trays with walnut grain finish, plus storage rack.

AUTO. CORNPOPPER & FONDUE

9.99

Orig. 21.99! Two-in-one appliance reduced 55%. Butters corn as it pops. Be early!

ORIG. 11.95 YOGURT MAKER

6.99

Complete with six 8-ounce glass jars, lids that seal. 'Take out' dial. Save 42% if you rush!

Walker Scott

palm springs mall
Tahquitz-McCallum Way, at Farrell Dr., Palm Springs, Calif.

HOOVER® UPRIGHT VACUUMS

67.99

Orig. 79.88! Convertible model has triple-action cleaning, wide angle headlight. Adjustable to shag carpets. Save almost \$12 if you shop early!

NESCO® ROASTER-SLOW COOKER

19.99

34.99 value! 6-qt. size. Cooks, bakes, roasts. Convenient oval shape. Removable cooking well.

FAMOUS BRAND BATH TOWELS

2.99

If perfect 4.50-\$6! Many are first quality. Find velour and jacquard weaves, prints in the group. Orig. \$2 hand towels, **79c ea.**

WASHABLE SHAG THROW RUGS

5.99

Orig. \$8-\$10! 'Tempo' acrylic/nylon in contour, 26" round, 2x3' oval sizes. Matching orig. \$4-\$5 lid covers reduced to **2.99 ea.**

5x6' BATH CARPETING SPECIAL

9.99

Was specially priced at 12.99! 100% polyester, waffle backing. Many colors including orange, gold, avocado, blue, pink, white. Rush in!

TWIN & FULL MATTRESS PADS

2.49-3.49

If perfect \$6-6.50! All cotton covering. Minor imperfections mean major savings!

FAMOUS MATTRESS SETS

35%-40% off

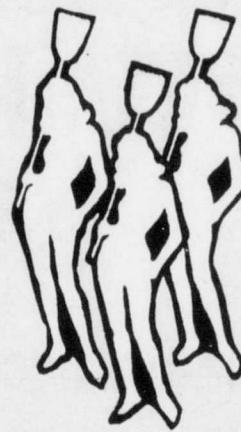
Sealy® & Simmons® floor sample sets in twin, full, queen, king sizes. All sold 'as is'. Some may be soiled.

**CLEAN UP BIG SAVINGS
IN OUR ANNUAL SUMMER**

CLEAN SWEEP SALE

Starts Sun. July 6 thru Sat. July 12

**Sorry, no mail or phone orders . . .
all items subject to prior sale**



WASHABLE QUILTED BEDSPREADS

14.99-27.99

Orig. \$26-\$55! Save 30%-50% on famous maker bedspreads in assorted patterns and colors. Twin, full, queen, king sizes. Machine washable.

KING & QUEEN SIZE SHEETS

5.99-6.99

Orig. 8.99 queen size, **5.99**; orig. 11.49 king size, **6.99**. Famous Springmaid® fancy prints.

ORIG. 1.50-\$2 PLACE MATS

79c

Take your pick of several smart patterns, styles, decorator colors. Cloth, quilted, hemp, vinyls.

VINYL PRINT TABLECLOTHS

3.99

Orig. \$8-\$10! Wanted 52x70", 52x90", 60x90" sizes. Several prints. Save 50%-60% today!

65x81" CURTAIN PANEL BUYS

5.99

Reg. \$8! French tuck wide hems, 100% polyester fiber. Several decorator colors to choose from.

'CAROLINE' BEDSPREAD SAVINGS

17.99-39.99

Reg. \$30-\$50! Springmaid® spreads are machine washable. Not all colors in all sizes. Be quick!

ELECTROPHONIC® STEREO

214.88

Orig. 269.95! AM/FM/FM stereo radio, 8-track tape player, 4-channel. Save 55.07. Only 2 will clear!

TO OUR CUSTOMERS: SUPPLIES OF SPECIALLY PRICED SALE MERCHANDISE ARE LIMITED. WHEN STOCK ON HAND IS SOLD, NO MORE IS AVAILABLE.

PANASONIC® AM/FM CLOCK RADIO

98.88

Orig. 149.95! Actually voice announces the time! One only reduced 51.07 for an early shopper.

PORTABLE COLOR TV SAVINGS

359.95

Orig. 429.95! Magnavox® 17" diagonal measure. 100% solid state chassis. Just two reduced \$70!

25" DIAG. COLOR CONSOLE TV

\$549

Orig. \$649! Save \$100 on this solid state Videomatic® Magnavox®! Rush for 1 only!

GE 11.5 CU. FT. REFRIGERATOR

\$198

Orig. \$228! Floor model has new warranty. Just one reduced \$30 for this event, so be early!

GE FILTER FLO® WASHER BUY

\$179

Orig. \$198. Full-size floor model. 1 only!

DISPENSER DOOR REFRIGERATOR

599.95

Orig. 699.95! Save \$100 on this 21 cu. ft. model by GE. Crushed ice or ice cubes without opening the door. No-frost. Just 1, hurry!

GE BUILT-IN DISHWASHER

\$188

Orig. 214.95! Floor model. Includes front panel. Many wanted features. Shop early for just 1!

All appliances subject to prior sale.



TAKE A SUNLINER BUS ON US, WHILE SUPPLY OF FREE PASSES LASTS

Word Being Passed About Clean Sweep

Don't look now, but that shopper on your left may be from the Los Angeles area visiting our desert resort specifically to clean up on the bargains found here during Clean Sweep Week.

How would someone from Los Angeles know about Clean Sweep? Chances are they discovered the week-long "Sale of sales" and learned of the lower summer hotel rates to be found here through an extensive advertising program initiated by the Palm Springs Convention and Visitors Bureau (CVB).

"Palm Springs advertising for this summer was designed to show people how

to save themselves while they save money," said Thomas D. Hanlon, executive director of the CVB and advertising director of the Clean Sweep sale. "We've told the Southern California traveler that Palm Springs is where the battle of the budget is won two ways — with the lowest hotel rates of the year and the pinch-penny prices featured during Clean Sweep."

Hanlon said that advertising extolling Palm Springs as the "anti-inflation vacation" has been placed in such newspapers as the Los Angeles Herald-Examiner, the La Habra Star Progress, the Anaheim Bulletin, the Santa Ana Register.



**CLEAN SWEEP
SPECIALS!
FAMOUS NAME
BRAND**

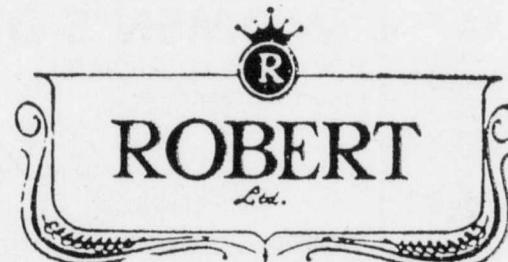
SPORTSWEAR 50% OFF

.....

OPEN SUNDAY

Master Charge

BankAmericard



THE STORE FOR MEN

CLEAN SWEEP SALE

**SWIMWEAR
WALK SHORTS
SPORT SHIRTS**

From Famous West Coast Manufacture

TREMENDOUS SAVINGS THROUGHOUT THE STORE!

Across From
BANK AMERICA

Master Charge
BankAmericard

110 NO. PALM CANYON DR. FREE PARKING IN THE REAR

Loubella
Discontinued Colors
• PANTS
• SHORTS
• BLOUSES
Sizes 5 to 16

1/3 OFF

**CATALINA
TENNIS DRESSES**
Sizes 6 to 16

1/3 OFF

**George Neill
FASHIONS**
170 N. PALM CANYON DRIVE

PANTSUITS
Sizes 6 to 18
Reg. \$47.00 to \$72.00

NOW ...
\$23⁵⁰ to \$36⁰⁰

**SIR JAMES
COTTON SHORT SLEEVE
SHIRT JACKETS**
Sizes 8 to 16
Special Purchase
\$14.00

**BLOUSES
SWEATERS
LONG & SHORT DRESSES**
Sizes 5 to 18

1/2 PRICE

**CLEAN SWEEP
SALE**

**WORLD-FAMOUS
SWISS BALLY'S**
ALL THIS SEASON'S SHOES
Reg. to \$74⁰⁰

SALE

\$29⁰⁰ to \$33⁰⁰
Some at \$43.00

**JOHNSTON & MURPHY
AMERICA'S NO. 1
FASHION SHOES**
WHITES-TWO TONES
BLACK — BROWN — NAVY
GOOD SELECTION OF STYLES
AND SIZES
Reg. to \$67.00

SALE

\$39⁸⁰

**LADIES'
SANDALS & CASUALS**
THOUSANDS OF PAIRS TO
CHOOSE FROM. MANY
COLORS & HEEL HEIGHTS TO
CHOOSE FROM...

REDUCED TO

1/2 OFF

**LADIES'
DRESS SHOES**
BETTER GRADE DRESS SHOES
MANY COLORS AND STYLES
TO CHOOSE FROM

VALUES TO

\$38.00

SALE

\$19⁸⁰

Sam Bork ORIGINAL SHOES
120 N. PALM CANYON DRIVE
PALM SPRINGS 325-5042

Sale

REDUCTIONS
GALORE
50 %
AND MORE!

Sy Devore

188 NO. PALM CANYON DR., PALM SPRINGS
All Major Credit Cards Honored

CLEAN SWEEP
Specials

THIS IS OUR WAY OF
SAYING "THANKS" FOR
MAKING OUR 30TH SEASON
IN PALM SPRINGS
THE GREATEST EVER!

WOMEN'S SHOES ... \$8.88
Original values up to \$29.99

MEN'S SHOES \$12.88
Original Values to \$40.00

DESERT BOOTERY

152 N. PALM CANYON DR., PALM SPRINGS • 325-5289
ACROSS FROM I. MAGNIN • FREE PARKING IN REAR OF OUR STORE

MEN'S DEPT.

BOY'S DOUBLE-KNEE JEANS **\$5.00**
A famous brand, blue only. No-iron in
slims, regulars, husky and students.
Orig. to \$10

NOW

MEN'S NO-IRON JEANS **\$5.00**
By a famous maker. Sizes 29-44.
Corduroy, denims and polyester
blends. Orig. to \$15

NOW

POCKET POLO SHIRTS **\$2.00**
By Hanes. A special purchase
in smart fashion colors.
Sizes S to XL

NOW

SHORT SLEEVE SPORT SHIRTS

Easy care no-iron fabrics.
Sizes S to XL
Orig. \$10

\$5.00

NOW

HARDWARE DEPT.

RUBBER/VINYL GARDEN HOSE
50 ft. x $\frac{1}{2}$ inch. Ultraflex! Orig. 11.95

MELNO OSCILLATING SPRINKLER
Orig. 6.99

PURR POWER DETANGLER
by Gillette Orig. 17.98

PANASONIC HAIR DRYER
Orig. 19.95

PANASONIC MIST HAIR DRYER
Orig. 21.95

BUTTER-MATIC AUTOMATIC CORN POPPER
By Westbend Orig. 12.95

\$6.99

NOW **\$2.99**

NOW **\$9.88**

NOW **\$8.88**

NOW **\$9.88**

NOW **\$7.88**

WOMEN'S DEPT.

SPORTSWEAR COORDINATES

Pants and tops in cotton
blends and all polyesters.
By Graff and Pykette
Orig. to \$30

UP TO **1/2 OFF**

WOMEN'S SWIMWEAR

Both one and two piece
styles in cotton and cotton/
polyester blends. Final clearance!
Orig. to \$18

UP TO **1/2 OFF**

PLAYTEX BRAS AND GIRDLES

All your favorites, none
excluded. Shop now while the
sizes area here.

20 % OFF

LEVIS FOR GALS

Famous fit pants and tops
in discontinued styles.
Orig. to \$18

UP TO **1/2 OFF**

SUMMER BLOUSES

Both short sleeve and sleeveless
in pastels. What a selection!
Orig. to \$16

UP TO **1/2 OFF**

SUMMER SHORTS

Bahamas and short shorts in
easy care polyester. All colors!
Orig. to \$10

UP TO **1/2 OFF**

SHOE DEPT.

MEN'S ATHLETIC SHOES

Jack Purcell, Keds, Converse All Stars, all
discontinued styles. Limited Quantity.
Orig. \$9 to \$20

1/3 OFF

MR. KRAUS CASUALS

Men's leather slip-on casuals in white and bone.
Limited sizes.
Orig. 16.00

9.99

WOMEN'S CASUAL SANDALS

White, bone, navy, blk. Openheels,
sling heels.
Orig. to \$14

6.99

WOMEN'S ESPADRILLES

White or navy Made by Converse.
Orig. \$12

4.99

Palm Springs
DEPARTMENT & HARDWARE STORE

180 N. PALM CANYON DRIVE

Mastercharge
325-2024

PALM SPRINGS

Bankamericard
325-2024

COME!

SEE!



270 — 278 NORTH PALM CANYON DR., PALM SPRINGS
UNIQUE SHOPS COMBINE LEISURELY SHOPPING IN A RELAXED CONTINENTAL ATMOSPHERE ★ CONVENIENT PARKING

Come in — and browse!

Anything Goes

Bikinis, Dresses

Greta

Sportswear Boutique

Treasure House

Gifts, Religious Books

Ellyn's World

UNICEF ITEMS ★
UNIQUE CRAFTS & GIFTS

Bill's Place

Distinctive Hair Design

**Sunflower
Boutique**

Pillow People

25% OFF All Floor Samples

Geppetto's

SIDEWALK CAFE
Cafe Espresso, Ice Cream

The Cosmic Barn 2

Posters, Objets d' Art

Albert's

Clocks, Electric Shavers

*Relax in our pleasant
GARDEN PATIO*

PLAZA MOTORS 4th ANNUAL CLEAN SWEEP SALE

These men stand ready to sweep
you off your feet and into a
New Cadillac, Oldsmobile or GMC

CLARENCE CHIN-HING

ART LETHERBY

FRANK REIMAN

CHARLES SPATARO

STAN JASKE

43 YEARS OF
AUTO KNOW-HOW
BEHIND THESE SALES
CONSULTANTS

PLAZA MOTORS

290 NO. INDIAN AVE., PALM SPRINGS

Phone 325-2571

CADILLAC-OLDSMOBILE-GMC TRUCKS

COVERS FOR LOVERS "CLEAN SWEEP SPECIALS"

25% OFF

CUSTOM DRAPERIES

15% OFF

KIRSCH DRAPERY RODS

Close-Out

on FASHION LINENS & SPREADS

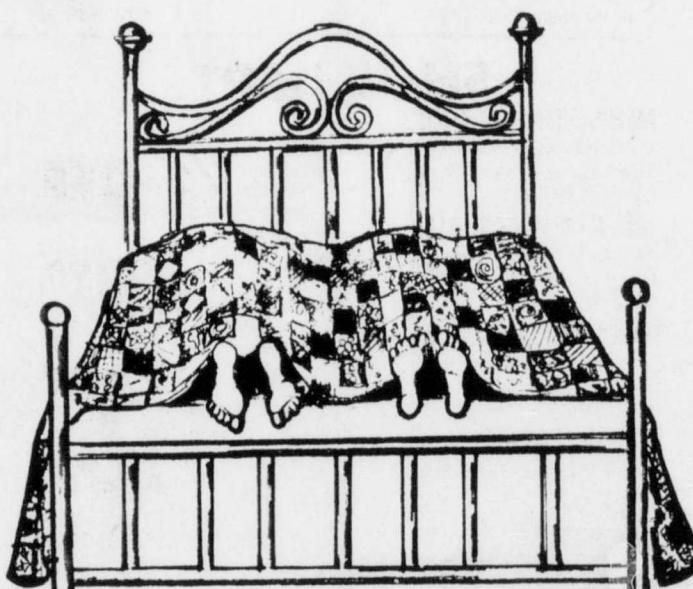
by Springmaid & Wamsutta

Patterns of Linens

Country Flowers • English Manor Newburyport
Bill Blass designs • Solid Pastels • Whites

15% OFF

SPECIAL ORDERS of BLANKET COVERS,
DUST RUFFLES, SHAMS



325-8008

DRASTIC REDUCTIONS
ON
KIRSCH SPREADS
IN STOCK

15% OFF

ON
CUSTOM
KIRSCH SPREADS

15% OFF

WHITE GOOSEDOWN PILLOWS

20% OFF

GOOSEDOWN COMFORTERS

MISCELLANEOUS ITEMS MARKED DOWN TO SELL!

314 N. PALM CANYON DR. PALM SPRINGS, CA.

OPEN EVENINGS 10 A.M. to 9 P.M.

Radio Shack



STACKED AGAINST HIM — Ed Perry, owner of Radio Shack in the Palm Springs Mall, looks aghast at the stack of Meriton boxes just delivered. "Meriton is the new line of stereos built by Sony products," explained Ed, "but they weren't supposed to deliver these until after Clean Sweep. Now we'll really have to move out the old models." (Photo by Chuck Scardina)



ALL SIZES — Marcile Hilla of Argyles Men's Shop at the Palm Springs Mall shows one of the check patterns of the hundreds of bargain priced slacks during Clean Sweep sales days. Let George and Marcile Hilla interest you in a nice sports jacket, too. (Photo by Chuck Scardina)

Page 26

SPECIAL ENTIRE STOCK OF
MEN'S SHOES
"Clean Sweep"
30% TO 50% OFF
Values to \$67.50
SAVE NOW!

Sylvan Victor
PALM SPRINGS
266 No. Palm Canyon Drive
Located at Morrie Geyer's Men's Fashions

OLIVER'S TWIST
MEN'S CASUALS

"Clean — Sweep"
SPECIALS
SPORTSHIRTS
SLACKS
UP TO 50% OFF

302 N. Palm Canyon Dr.
Palm Springs
325-5585

CABANA SETS 1/3 OFF

SOME LEISURE SUITS . . . 20% OFF



MAGES SPORTING GOODS — Irving Mages, owner and Dawn Diliberto, salesperson, show just a few Clean Sweep items on sale — hundreds of sporting goods equipment articles to choose from at Mages on the Palm Springs Mall.



MODE O' DAY SHOP — Lois Wilson, owner, displays one of her Clean Sweep specials. Stop by the Palm Springs Mall and say hello to Lois at Mode O' Day.

FRESH PIZZA SERVED ALL DAY!
TO MAKE YOUR "CLEAN SWEEP" SHOPPING
A REAL TREAT! EAT IT HERE-IN COOL COMFORT!

COUPON

PIZZA

AND
2 COLD
SCHOONERS OF BEER

FOR TWO
PLUS SALAD
\$3 49

Nicolino & Son

BAKERY-RESTAURANT-MARKET-DELI
311 EAST ARENAS-PALM SPRINGS 325-6066

**SKATEBOARD
HEADQUARTERS**

... and Toys of All Description!

UNCLE DON'S TOYS

296 NO. PALM CANYON DRIVE
Palm Springs

Morrie Geyer

FOR THE MAN WHO CARES

• SPORTCOATS • SPORTSHIRTS • SLACKS **1/2 PRICE**

ALL FROM REGULAR STOCK

266 NO. PALM CANYON DRIVE

BankAmericard

ALL SALES FINAL

325-3233

Master Charge

CLEAN SWEEP SALE
50% OFF BLOUSES
SWIMSUITS & SWIMSUIT COVER UPS PANTS

OPEN
ALL
SUMMER



Ladies' Apparel

325-4330

108 SO. INDIAN AVE. OPEN DAILY: 10-5:30 SUN. 12-5



ART'S PANTLAND — Arthur and Zel Hersh of Art's Pantland at 252 S. Palm Canyon Drive, feature clothiers to pacesetters on the national and international scene. The shop stocks custom appliqued original suits made to order in addition to famous brand name merchandise for men and women. (Photo by Chuck Scardina)



SPECIALTY STORE — Marge Beven, owner of The Watermelon Seed at the Palm Springs Mall. For a complete line of maternity wear from swimwear to evening dresses and baby boutique, stop in and visit Margie and Jean.

Page 28

Riviera

Sale

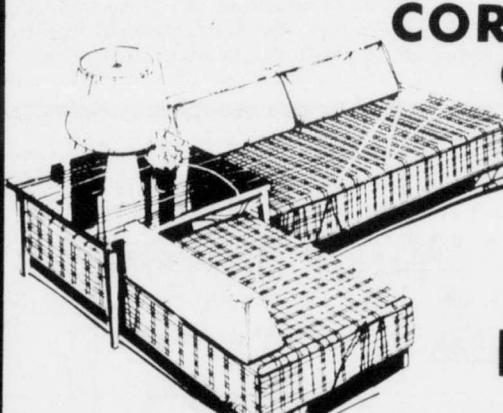


CONVERTIBLE SOFA CLEANUP!

\$199.95

Starting at ...

LIMITED QUANTITIES



CORNER GROUP CLOSE OUT!

\$179.95

Starting at

LIMITED QUANTITIES



FREE



MR. COFFEE® Included as a gift

Look under your Riviera Ciro Posture mattresses ... there's a Mr. Coffee tm included as a gift for you.



The Deluxe \$39.95

Mr. Coffee® as shown on TV.

Sleep tight tonight, enjoy Mr. Coffee tm in the morning as our gift.



Finest quality

Top of our line.



KING or 2 TWINS \$297 including

QUEEN \$247 including mattress, foundation, and Mr. Coffee tm

FULL \$187 including mattress, foundation, and Mr. Coffee tm



Riviera

convertibles

PALM SPRINGS

455 SO. SUNRISE WAY

327-8487

YOUR

BANKAMERICAN

WELCOME

master charge

Hours: MON. — SAT. 9:30 to 6:00 P.M.

CLOSED SUNDAY

Credit Available.

Free Local Delivery



A U.S. INDUSTRIES COMPANY.

And that makes a world of difference.

Models Featured At Week-Long Sale

Three lovely ladies who serve as this year's Clean Sweep Gals and bring much interest to the "supersale" are all long-time residents of this desert resort and have little, if any, desire to leave the beauty of Palm Springs.

Gayle Moore is the senior of the trio (although she's only 19) and is the tallest (5'10"). Ms. Moore works as a receptionist for Industrial Electric during the week, and often travels to Los Angeles on weekends for various modeling assignments.

Modeling is nothing new to Gayle. She was selected Miss Aerial Tramway for 1972-73, and was picked Miss Photogenic during the 1973 Miss California World Beauty Pageant. Her picture has graced the pages of Palm Springs Life and Cover Girl magazines, and her long legs will soon be seen in a L'eggs pantyhose television commercial. Gayle has lived in Palm Springs seven years and says she loves the warm summer weather that prevails.

Lori O'Neill is a newcomer to the modeling field, but you'd never know it. Seventeen-year-old Lori is a sales person at the Beachcomber shop and recently graduated from Palm Springs High School. Next fall, she'll enter College of the Desert and later plans to attend UCLA's School of Medicine on her way to becoming a pharmacist. Lori has lived in Palm Springs 11 years. She loves to waterski at the Colorado River or Lake Havasu when she can find the time.

Desiree McNeill also is a recent Palm Springs High School graduate and, like Lori, plans to attend College of the Desert in the fall. Although she is only 17, Desiree has had many modeling assignments, and her picture has appeared in several major metropolitan newspapers, including the New York Sunday News, the Atlanta Constitution and the Seattle Post-Intelligencer.

70,000 Get Insert

Nearly 70,000 desert area shoppers are receiving this special Clean Sweep Sale insert, a circulation increase of 15 per cent over last year, according to Leo Priest, display advertising manager of The Desert Sun, and Clean Sweep Sale advisory committee member.

Priest said that approximately 69,700 Coachella Valley residents are receiving the informative 48-page insert in their

favorite desert newspapers. The Clean Sweep Sale insert is being carried in special editions of The Desert Sun, the Daily Enterprise, the Palm Desert Post, the Indio Daily News, the Hi Desert Star, the Desert Sentinel, and the Record Gazette.

In addition, many hotels in Palm Springs are distributing the insert to their guests during Clean Sweep Week.

Alive & Well in P.S. THE Plant Shop

174 N. PALM CANYON DR. (NO. 7)

JUTE MACRAME . . . \$6⁹⁵

Assorted Plants and Pots
GREATLY REDUCED FOR "CLEAN-SWEEP"

Our Specialty — Healthy Indoor Plants

**BEN J. MINDESS
AND COMPANY**

INSURANCE

BEN says:

"OLD FASHIONED" INSURANCE
WON'T COVER TODAY'S LOSSES!
UP-DATE YOUR POLICIES NOW!

CALL US FOR . . .



Complete Insurance Service
471 E. Tahquitz-McCallum Way, P.S.
SUITE 9 PHONE (714) 325-7344

silverwoods

Desert Inn
Fashion Plaza

PALM SPRINGS CLEAN SWEEP

SALE

FOR THIS EVENT — OPEN SUNDAY, JULY 6, NOON to 5

SPORT COATS

\$19-\$24

Reg. 65.00-85.00

Summer weight
Solids & patterns



LEISURE SUITS

49.99-69.99

Reg. 75.00-100.00
Many styles

MEN'S SPORTSWEAR, FURNISHINGS & SHOES

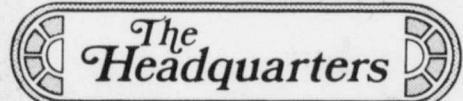
DRESS SHIRTS	8⁹⁹
Long and short sleeve, you know the label. Reg. 16.00-18.00	
FINE NECKWEAR	2⁹⁹
Many designer labels. Reg. 6.50-7.50	
SPORT SHIRTS	5⁹⁹
Long sleeves, many patterns. Reg. 16.00-18.00	
KNIT SHIRTS	7⁹⁹
Short sleeves, many styles. Reg. 14.00-16.00	
WALK SHORTS	11⁹⁹
Fine quality maker. Reg. 20.00	
SWIMWEAR SAVINGS	3⁹⁹
Save on Nylon boxers. Reg. 7.99	
CASUAL SHOES	26⁹⁰
Imported all-leather slip-ons. Reg. 34.00	

COOL SAVINGS ON WOMEN'S FASHIONS	
SHIRT-TANK SETS	13⁹⁹
Printed shirt & matching tank. Reg. 35.00	
T-SHIRT SPECTACULAR	5⁹⁹
Short sleeve & sleeveless, solids & stripes. Reg. 11.00-14.00	

DESERT INN FASHION PLAZA

At Tahquitz-McCallum & Palm Canyon
IN THE HEART OF PALM SPRINGS

"Personalized Hair Styling
for Men and Women"



UNIPERM — Reg. \$30.00
SPECIAL \$20.00 Complete

INDIVIDUAL EYE-LASHES
Reg. 15.00 . . . **SPECIAL \$10.00**

FROSTINGS — Reg. \$35.00
SPECIAL \$25.00

325-2534

**SUMMER
HAPPENING!**
1/2 PRICE
on **FUN CLOTHES**

— Junior Boutique —

OPEN
7
DAYS
Gee Cee's
ISLAMANIA
DESERT INN
FASHION PLAZA

NEIL'S Apparel
FINAL
CLEAR-A-WAY
SAVE 75%
All of our mark downs
which were reduced
50% are now reduced
1/2 off that!
Pant Suits, Shirts,
dresses, separates etc.
OPEN ALL SUMMER
325-8460

JOSEPH MAGNIN
SWEEPS YOU THROUGH
THE
FASHION WORLD
WITH COOL
SUMMER BARGAINS!

OPEN SUNDAY, JUNE 6th

desert inn fashion plaza, 199 north palm canyon drive

silverwoods

**MEN'S SPORT
COATS**

\$19-\$24

Reg. 65.00-85.00

**MEN'S SPORT SHIRTS
5.99** Reg. 16.00-18.00

**WOMEN'S SHIRT
TANK SETS**

13.99 Reg. 35.00

OPEN SUNDAY, JUNE 6th

VILLAGE
Card & Gift

SELECT GIFT ITEMS

1/2 PRICE

Fantastic Summer Savings

Complete selection of Hallmark Cards
Party Items — Impressive Gifts
325-9417

Clean \$ Sweep Sale!

**DON SKOFF'S
DON SKOFF'S
DON SKOFF'S
MEN'S CASUAL WEAR**
inside by the Fountain

**ALL
\$40.00 SLACKS 1/2 PRICE**

Phone: 325-4467
OTHER STORES
Catalina Island
Riviera Hotel

**Selected Group of
INDIAN
JEWELRY
1/3 OFF**

PLUS ... watches and rings
and all kinds of things!



B.D. HOWES and SON
FINE JEWELERS FOR THREE GENERATIONS

DESERT INN FASHION PLAZA
117 North Palm Canyon Drive
PALM SPRINGS • 325-1336
Santa Barbara • Newport Beach
Los Angeles • Scottsdale
Pasadena • Honolulu

**THE
PROPRIETORS**

Inside at the Fountain

- Antiques • Jewelry
- Memorabilia •
- Art Deco •
- Art Nouveau •
- Chinese Antiques •
- Art • Plants
- Americana •
- and things uncommon •

20% OFF ALL ITEMS

325-8210

OPEN SUNDAY, JUNE 6th

Clean Sweep Sale!



WE'RE GIVING AWAY
The PALM SPRINGS DOLLAR

FREE
(Present this AD)

WITH THE PURCHASE OF
EACH ONE POUND BOX
of CHOCOLATES

"Offer good during Clean Sweep ONLY"
Void After 7/13/75

RC RUG CRAFTERS

DESERT INN FASHION PLAZA

SALE
1/2 OFF
on

ALL FINISHED RUGS

Displaying "Clean Sweep" Tags

OUTSTANDING SAVINGS ON OUR
REGULAR DISPLAY ITEMS

Speed Tufting Supplies
for the Home Craftsman
325-6482

**TOP OF THE
TABLE**

Distinctive Linens
Fine China
325-8809

ONCE-A-YEAR WOMEN'S SHOE SALE

HERBERT LEVINE • AMALFI • JACK ROGERS
BERNARDO • MIKELOS • FERRAGAMO
JOHN JERRO • ALFIERO • PASSPORT

10⁹⁰-24⁹⁰

READY-TO-WEAR SALE

PANTS - TOPS - SWEATERS - DRESSES

30% 40% 50% OFF

ted land

DESERT INN FASHION PLAZA
TEL.: 325-2218

DESERT INN FASHION PLAZA

PRESTIGIOUS SHOPPING
IN AN AIR CONDITIONED MALL

**Everything,
but
Everything
is on SALE!**

325-1973

the oamm foole, east
Selective
jewelry
and most
unusual gifts

'BE TALK O' THE TOWN'
... all year round ...

Rai
wants you to ...
"Pamper
Yourself"



BRING "US" YOUR FACE AND HAIR
FOR COMPLETE
SKIN AND HAIR CARE ...

- FACIALS
- HAIRSTYLING
- AIR WAVING
- BLOW CUTS
- COLOR SPECIALISTS
- PERMANENT WAVING
- COMPLETE WAXING
- MANICURES & PEDICURES
- "JULIETTE" MANICURES
- PERMANENT LASHES

... for Men and Women ...

JULY SPECIAL

"NEW"

CONDITIONING SUPPORT WAVE

Complete \$20⁰⁰ \$35.00 Value

325-2743

TALK O' THE TOWN
Men and Women's Hair Styling
DESERT INN FASHION PLAZA



Fresh Roasted Coffee and Fine Tea
imported from all over the world
See our selection of Different Gifts

PALM SPRINGS

Desert Inn Fashion Plaza
119-C N. Palm Canyon Dr., (714) 325-4228



BEAUTY SUPPLY — Lois Clay, owner of Desert Beauty Supply at 194 S. Palm Canyon Drive, displays just one of the many bargains she will have during Clean Sweep Days. She has beauty supplies for the entire Coachella Valley and features every kind of beauty aid. (Photo by Chuck Scardina)

Now at...

Hickory Farms
OF OHIO

Sweet Hot Mustard
Great with our Beef Stick

6 oz. **69¢**

BIG BARN Cheddar Cheese
reg. 2.49
20¢ Per lb. Off

World Famous BEEF STICK
All Beef Hickory Smoked Summer Sausage

Fantastic Clean Sweep SPECIAL
\$2.59 lb.

20¢ per lb. discount
On Purchase Of
WHOLE STICK

Many Other Items To Choose From!

Hickory Farms
OF OHIO
Palm Springs Mall
AMERICA'S LEADING CHEESE STORES

Radio Shack®
CLEAN SWEEP SALE

SAVE \$70

FIRST PRICE CUT EVER!
OUR MOST POPULAR REALISTIC® STEREO COMPONENT RECEIVER

Reg. 199.95 **129.95**
31-2057 Now's your chance to own the custom-made (by us) STA-47 receiver at a whopping 35% off! Tape monitor, loudness, bass, treble controls. Stereo headphone jacks. Exclusive

DELUXE AM/FM STEREO PHONO SYSTEM
SAVE \$70
reg. 159.95 **89.95** **LOWEST PRICE EVER**
13-1180 LIMITED SUPPLY

SAVE \$6

RED OR GRAY SUPER SENSITIVE
Reg. 21.95 **15.95**

PLAY BOTH SIDES OF CASSETTE, UNINTERRUPTED
• FAST FORWARD
• PUSH-BUTTON DIRECTOR CONTROL
• VOLUME, BALANCE, TONE CONTROLS
reg. 99.95 **79.95**
12-1813 **HUGE PRICE CUT**

SAVE \$20

9 BIG BANDS
• UHF & VHF HI & LO POLICE
• WORLDWIDE SHORTWAVE
• FINE TUNING, SUPER SENSITIVE

99.95
reg. 149.95

Quatravox Car 8-Track Player
• CAN HANDLE 4 SPEAKERS
• ENHANCED STEREO
SAVE \$10.00 NOW 59.95
12-2024

STEREO CASSETTE DECK
• RECORD/PLAY
• DOLBY EQUIPPED
• MEMORY REWIND
• HYSTERESIS SYNCHRONOLIS MOTOR
SAVE \$100.00 NOW 149.95
LIMITED SUPPLY

... and you can
CHARGE IT
At Radio Shack

Radio Shack®
IN THE PALM SPRINGS MALL 327-1171



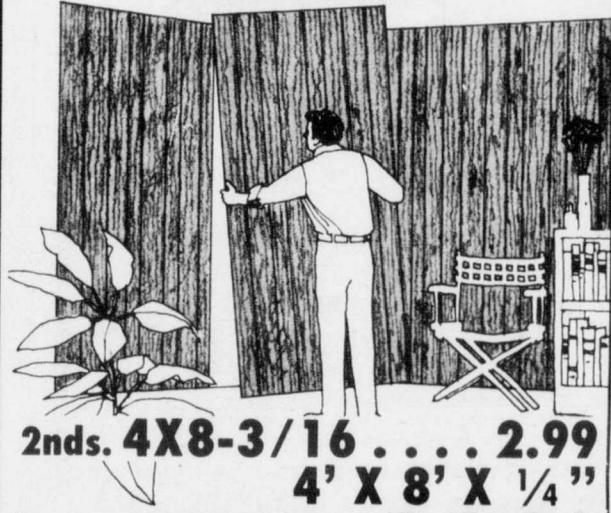
CITY LUMBER CO

PRICES &
AVAILABILITY
SUBJECT TO
STOCK
ON HAND

CLEAN SWEEP SALE

GOOD
ONLY
DURING
CLEAN
SWEEP
WEEK

PRE-FINISHED PANELING



2nds. 4X8-3/16 2.99
4' X 8' X 1/4"

Easy-To-Install
Brighten up Your 20%
Dress Up Your OFF
KITCHEN LIVING ROOM
BEDROOM FAMILY ROOM
DEN BASEMENT CLOSET

CROOKED LUMBER

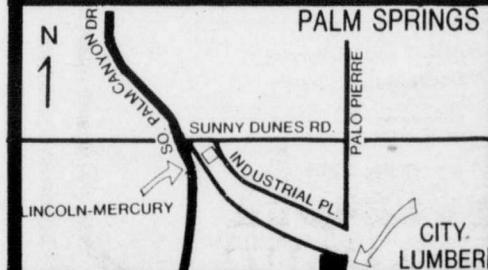
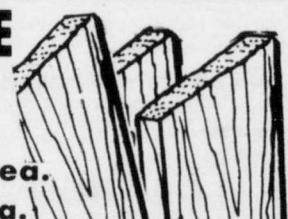


IF YOU CAN USE IT
WE HAVE A DEAL ON

DOUGLAS FIR
2 X 4 S4S AT 11¢ LF
2 X 6 S4S AT 18¢ LF

#3 WHITE PINE

1 X 12 X 24" 50¢ ea.
1 X 12 X 48" \$1 ea.



Cleaning NEEDS



HERE IS A CHANCE
FOR YOU TO PICK UP
BRAND NAME CLEANERS
AT A LOW, LOW PRICE.

JANITOR IN A DRUM (2 QTS.)	\$ 1 78
JANITOR IN A DRUM (1 QT.)	\$ 1 08
WINDEX SPRAY	54¢
FANTASTIC (1 QT.)	\$ 1 61



\$ 14 85

SOLDERING GUN KIT

Dual-heat gun with light,
tips, wrench, flux brush,
rosin solder, soldering-aid
tool. 8200PK



WILL FIT ALL SOLDER
GUNS INCLUDING WELLER
AND BERNZ-O-MATIC.

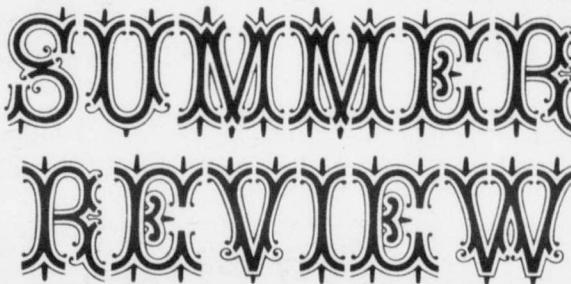
SPECIAL \$ 1 35

VAUGHN



HERE IS YOUR CHANCE
TO BUY THE BEST!!!

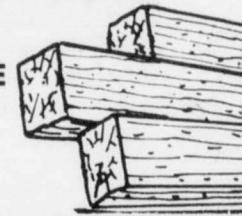
999M \$ 9 99
606M \$ 9 60
999ML \$ 10 88



CEDAR FENCE POSTS

TO BE USED WITH
RUSTIC CEDAR FENCE

\$ 3 10
ea.
4" X 4" X 8'



PECKY CEDAR FENCE



AS RUSTIC AS THE
OZARKS! REAL DOWN
HOME FENCING. SOLD
BY THE PIECE.

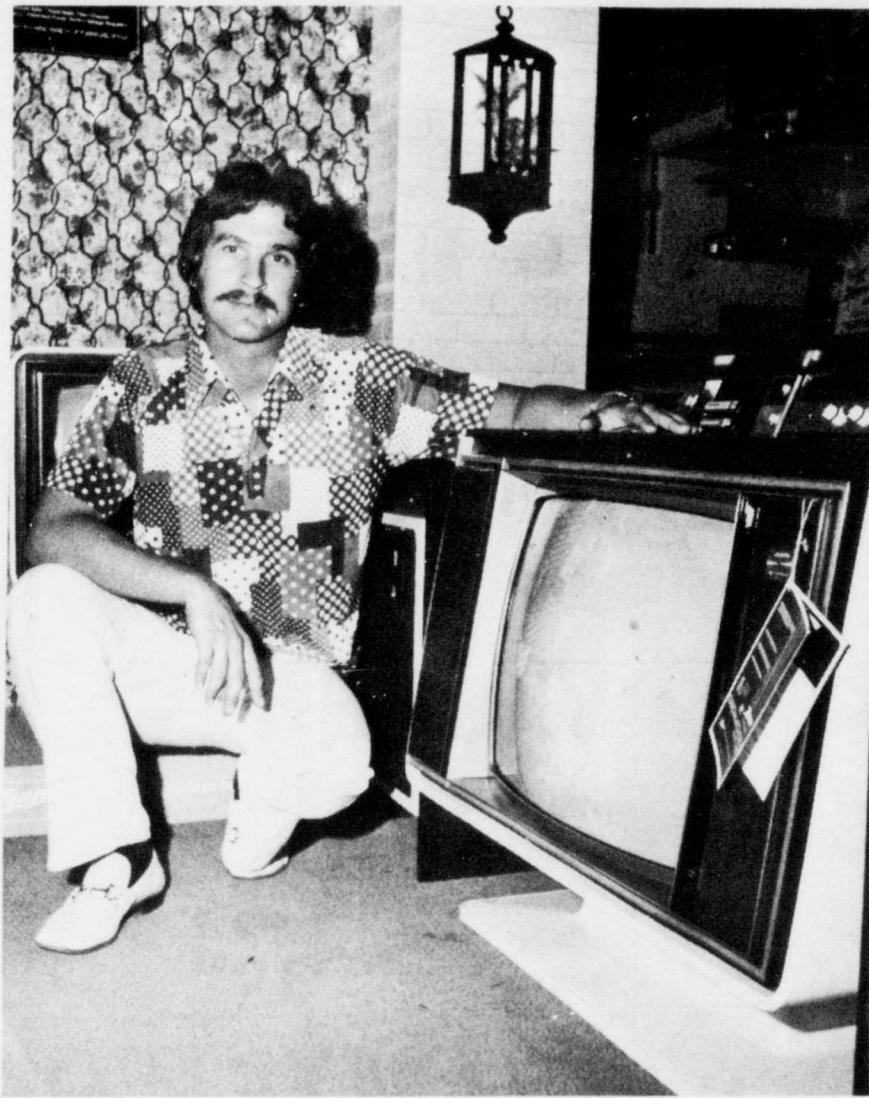
1" X 3" X 6'

39¢
ea.

691 Industrial Place
Palm Springs

OPEN 6 DAYS A WEEK CHARGE IT . . .





HALLMARK TV — Salesman Jim Hargate of Hallmark TV at 192 S. Indian Avenue displays one of the many entertainment centers now available during Clean Sweep Days. Ask Jim about their sales, services and rentals, too. (Photo by Chuck Scardina)

SIMPLICITY # 660

UNBLEACHED MUSLIN

Great for ethnic blouses, western shirts, pillow casings, mattress covers, curtains or pattern making. A hundred and one uses.

Machine wash, 100% cotton, 38" wide.

COMPARE AT .69 YARD

3 YDS. 100

CLEAN SWEEP SPECIAL

SEWING BASKETS

reg. 7.98 to 18.98

50% OFF

HOUSE OF FABRICS

always first quality fabrics

palm springs mall

MAGES Sporting Goods

TENNIS RACKET All American Junior Pro	\$5.88
For The Young Beginner	
TENNIS RACKET — 'THE WIMBLEDON'	\$10.88
Outstanding Beginning or/	
Intermediate Racket	
TENNIS RACKET — Aluminum Racket	\$10.88
Designed For Power and Control	
\$20.00 Value	
TENNIS SHIRT	\$7.88
Court Casual Mesh shirt Reg. \$10.00	
Mens Sizes Assorted Colors	
BILLIARD CUES	
Genuine Canadian Maple Shaft Willie Mosconi	\$14.88
Endorsed/\$19.95 to \$22.50 Value	
TENNIS RACKET	\$16.88
Wilson Kramer Tournament Model	
Reg. \$24.95 Value	
ODD GOLF WOODS.	\$9.88
Values To \$25.00	
ODD GOLF IRONS	\$5.88
VALUES \$20.00	
PUTTERS	\$4.88
Assorted Styles	
GOLF BALLS	\$4.88
Macgregor xxx Golf Balls	
GOLF BALLS — Dunlop 'SILVER CUP'	\$6.88
Cut Proof Cover	
\$12.00 VALUE	
GOLF BALLS — Faultless 'Super Mex'	
Top 'Pro' Ball	\$8.88
\$16.00 Value	
VOLLEY BALLS	\$3.88
Sturdy Rubber Cover	
For Long Life	
TENNIS RACKET — Head Competition	\$64.88
Constructed of Fiberglass-Compo-	
sition Nylon Strung \$75.00 Value	

MAGES Sporting Goods

Your Sports Headquarters In The Desert.

PALM SPRINGS MALL



Mon.
Tues., Wed., Thur.
& Sat.
9:30 to 6 p.m.
Fri.
9:30 to 9 p.m.

CLEAN SWEEP

BADMINTON/VOLLEY BALL SET	\$12.88
Incl. 4 Badminton Rackets, Net, Shuttlecocks, Volley Ball And Poles Reg. \$17.50	
CROQUET SET	\$12.88
Complete With Convenient Rack-\$19.95 Value	
VINYL FLOAT	\$9.88
Heavy Duty-Tufted Vinyl Construction	
Full 76 inch Length	
KIDDIES SWIM VEST	\$6.88
For Pool Safety Assorted Sizes	
JUNIOR SWIM FIN SET	\$5.88
Incl. Fins, Snorkel & Mask- Super Pool Fun. \$9.95 Value	
WATER SKI BELTS	\$5.88
Buoyant For Safety & Fun	
Clean Sweep Special	
BASEBALL GLOVE	\$7.88
Ideal Little League Glove \$10.00 Value	
BASEBALL GLOVE	\$12.88
Our Finest Little League Glove	
at A Moderate Price	
GOLF SHOES — Arnies By Eton Golf Shoes	\$23.88
White — Water Proof Construction	
Clean Sweep Special	
BOXING SHOES	\$12.88
Everlast Competition Boxing Shoes.	
Leather quality. \$24.95 Pair	
PING PONG SET	\$3.66
Complete outfit 4 Paddles Net & Brackets And 3 Balls	
HUNTING/FISHING VEST	\$19.88
Multi Pocketed/ Coast Guard Approved Reg. \$29.95	
BOWLING SHOES	\$6.88
Brunswick Ladies 'Stars n' Strikes'	
Reg. \$11.95	

palm springs

Tahquitz - McCallum Way at Farrell Dr.

Palm Springs

monday
tuesday
wednesday
thursday
friday
saturday
sunday

MON. & FRI. 10 to 9 P.M. TUES., WED., THUR. & SAT. 10 to 6 P.M. SUNDAY 12 to 5 P.M.



PACKOUZ JEWELERS — Ann and Bob Kerchman, owners of Packouz Jewelers on 125 S. Palm Canyon Drive, show off selections of jade and gem jewelry. The Kerchmans, as well as other Palm Springs merchants, are ready to furnish shopping needs during Clean Sweep days. (Photo by Chuck Scardina)



MALOOF'S — Gerald Maloof displays bargains in men's wear that he has at his shop located at 186 S. Palm Canyon Drive. Drop in and look over buys in dress slacks and sport coats. (Photo by Chuck Scardina)

Berner Judd

clean sweep
S*A*L*E

PANTS
100% polyester
gabardine
REGULARLY \$14
997

T-SHIRT
100% cotton
cap sleeved
REGULARLY \$5
397

PALM SPRINGS MALL
187 South Farrell
Palm Springs
BankAmericard • B. J. Credit • Master Charge

OF
PALM SPRINGS
SPORTSWEAR
328 North
Palm Canyon
(Next to Perrina's
of Palm Springs)

1/2 PRICE SALE
Entire 1975 Summer Fashions
—Including Bathing Suits & Bikinis—

CLEAN SWEEP'S
HOTTEST BARGAINS

COUPON

Bring This Coupon in With You For An ADDITIONAL

10% OFF!
ON ALL MERCHANDISE

Offer Expires Monday, July 14, 1975



Hours: Daily 10 a.m. to 6 p.m.
Saturday 10 a.m. to 9 p.m.
SUNDAY 11 a.m. to 5 p.m.

328 N. PALM CANYON Ph. 325-3830





BIG BOOSTER — David Gold, manager of Silverwoods, 155 N. Palm Canyon Drive, is one of the city's biggest boosters for the annual Clean Sweep citywide sale.

Pace Setter
PATIO FURNISHINGS

We Want To
CLEAN SWEEP before FALL

PATIO ACCESSORIES
SOME UP TO **50% REDUCTIONS**

PATIO FURNITURE
GROUPINGS at
GREAT SAVINGS

798 North Palm Canyon, Palm Springs
Phone: 325-3424

Longs Drugs
Where Everybody Saves

1785 E. PALM CANYON DR.
PALM SPRINGS

Drugs and
Thousands
of Things

OPEN DAILY
9 AM TO 9 PM
SUNDAY 9 AM TO 6 PM

DRUGS "WHERE EVERYBODY SAVES" ★ LONGS DRUGS

ZORRIES
FOR MEN WOMEN
AND CHILDREN
LARGE SELECTION

49¢

KINGSFORD
CHARCOAL
BRIQUETS
10 POUND
BAG
LONGS SPECIAL
1 19

GULF LITE
CHARCOAL
STARTER
QUART CAN
LONGS
SPECIAL
49

EASTMAN KODAK
KODACOLOR II
COLOR PRINT
FILM
C-110-12
C-126-12

1 09

KNEE-HI
NYLONS
ONE SIZE
FITS ALL
39¢


GOTT 2 GALLON
WATER
COOLER
WITH CUP
AND TRAY
LONGS SPECIAL
5 88


LONGS
SUNTAN
LOTION
WITH
COCOA
BUTTER
8 OZ. SIZE

99¢

WILSON
TENNIS
BALLS
CAN OF
3 YELLOW
BALLS

2 49

SKOVAR
VODKA
80 PROOF
HALF GALLON

7 09

ROSEBROOK
LONDON DRY
GIN
90 PROOF
HALF GALLON

7 89

BUCKHORN
BEER
6-12 OZ.
CANS
6 PACK

1 29

★ LONGS DRUGS "WHERE EVERYBODY SAVES" ★ LONGS DRUGS "WHERE EVERYBODY SAVES" ★ LONGS DRUGS

Fight inflation lying down.

If high prices all over the map have got you down, we would like to suggest that maybe you should stay there: flat on your back. Or maybe on your side. With quick dips in the pool, and feeling absolutely and utterly at peace with your world.

Because the one place on the map where prices are taking a nose-dive is the one place where you can fight inflation lying down: Palm Springs. Just 2 hours or so, and about a half a tank of gas away.

In summer, our hotel rates are the lowest of the year. You can take your pick of the big hotels or those smaller ones we call our Small Discoveries. Either way, you'll pick a bargain.

You'll come back with a golden glow from our non-stop sunshine. An inner glow from the calm that comes from relaxing days and gentle strolls at night under a sky that's velvet blue and sparkled with stars.

And you'll come back with a budget that isn't bent all out of shape.

Breathe deep in Palm Springs. That's desert air: fresh and refreshingly clean. Play tennis or golf morning or evening. You get everything you want from a summer vacation without the crowds and high prices: dining, dancing, shopping, and a welcome change from the everyday.

Feel the frazzles ease, the tensions go away. You're living it up for very little, indeed.

Palm Springs. The summer vacation that lets you rest easy.

If you want more information about a Palm Springs vacation, send for our free "Sunny" packet. Write to:

PALM SPRINGS

Convention and Visitors Bureau, Dept. T-68, Palm Springs, Calif. 92262 (714) 327-8411



1975 Summer Hotel Program

Summer rates are based on double occupancy and on check-in day. S-T indicates the lowest rate for check-in from Sunday through Thursday for any length of stay. F-S indicates the lowest rate for check-in on Friday or Saturday. (*) indicates that the hotel offers half-rate on Sunday night when reservations are made for three nights or more, including Friday and Saturday nights.

Rates begin on effective date shown and are in effect through Sept. 30, 1975. These rates may or may not be applicable on holiday weekends and are subject to change without notice. All phone numbers are in Area Code 714 unless otherwise noted.

HOTEL AND PHONE NO.	RATES BEGIN AT S-T	EFFECTIVE DATE
The Carlton 325-5416	10.00	12.00*
Chuckwalla Manor 325-2567	15.00	18.00
Claremont Hotel 325-5912	12.50	15.50*
The Continental 325-5485	10.00	12.00*
Cypress Motor Inn 325-3555	10.00	12.00*
Desert Hotel 325-3013	8.00	8.00
Desert Villa 325-9063	12.50	15.50*
Dunes Hotel 325-1172	14.00	16.00*
Ei Moro Villa 325-2960	8.50	10.50*
Ei Prado Hotel 325-9063	12.50	15.50
Ei Rancho Lodge 327-1339	12.00	16.00
Estralla Hotel 325-2236	20.00	30.00
Four Season's 325-6427	20.00	25.00
Grand View Hotel 325-2707	15.00	17.50
Hide-Away Hotel 325-9985	12.00	15.00
Holiday Lodge 325-7810	12.00	12.00*
Hormita Koda Hotel 325-2167	12.50	16.00*
Ho Tai Inn 325-3341	10.00	14.00
Hotel Trinidad 327-1161	10.00	10.00
Hyatt Lodge 800-228-9000	20.00	20.00
Indian Manor Hotel 325-2428	10.00	15.00
Canyon Hotel Racquet & Golf Resort 323-5656	22.00	22.00

HOTEL AND PHONE NO.	RATES BEGIN AT S-T	EFFECTIVE DATE	HOTEL AND PHONE NO.	RATES BEGIN AT S-T	EFFECTIVE DATE	HOTEL AND PHONE NO.	RATES BEGIN AT S-T	EFFECTIVE DATE
The Carlton 325-5416	10.00	12.00*	International Hotel 323-1711	17.00	17.00	Skylark Hotel 325-5092	15.00	16.50
Chuckwalla Manor 325-2567	15.00	18.00	Jamaica Hotel 325-1706	14.00	15.00	Stardust Hotel 325-5152	12.00	14.00*
Claremont Hotel 325-5912	12.50	15.50*	La Siesta Villas 325-2269	35.00	40.00*	Studio Lodge 325-9769	10.00	10.00*
The Continental 325-5485	10.00	12.00*	Los Dolores 325-8110	16.00	18.00*	Sun & Sand Apts. 327-8112	14.00	14.00
Cypress Motor Inn 325-3555	10.00	12.00*	Matador Hotel 325-1487	16.00	16.00*	Sun Ray Motor Hotel 325-3851	10.00	14.00*
Desert Hotel 325-3013	8.00	8.00	Monte Vista Hotel 325-5641	12.50	14.50	Sun-Spot Hotel 327-1288	16.00	18.00
Desert Villa 325-9063	12.50	15.50*	Normandy Hotel 325-2185	10.90	12.50	Tennis Club Hotel 325-1441	22.00	22.00
Dunes Hotel 325-1172	14.00	16.00*	Ocotillo Lodge 327-1141	18.00	20.00	Tiki Spa Hotel 327-1349	10.00	12.50
Ei Moro Villa 325-2960	8.50	10.50*	Palm Springs Biltmore Hotel 323-1811	24.00	24.00	Town & Desert Apt.-Hotel 325-9001	12.00	17.00*
Ei Prado Hotel 325-9063	12.50	15.50	Palm Springs Spa Hotel 800-472-4371	22.00	22.00	Travelodge 800-255-3050	18.00	22.00
Ei Rancho Lodge 327-1339	12.00	16.00	Palm Tee Hotel 327-1293	16.00	18.00*	Travelyn 325-7607	12.50	15.00
Estralla Hotel 325-2236	20.00	30.00	Ramada Inn 325-5591	22.00	24.00*	The Tripoli 325-1594	15.00	15.00*
Four Season's 325-6427	20.00	25.00	Riviera Hotel 800-472-4395	22.00	22.00	Tuscany Manor Apt.-Hotel 325-2349	21.00	21.00
Grand View Hotel 325-2707	15.00	17.50	Royal Inn 327-1564	18.00	20.00*	Vagabond Motor Hotel 800-522-1555	16.00	16.00*
Hide-Away Hotel 325-9985	12.00	15.00	Sahara Hotel 325-2686	10.00	12.00	Venture Inn 328-8823	14.00	14.00*
Holiday Lodge 325-7810	12.00	12.00*	Sands Hotel 325-2371	16.00	16.00*	Village Manor Apt.-Hotel 325-5619	20.50	20.50
Hormita Koda Hotel 325-2167	12.50	16.00*	San Lorenzo 325-5166	9.50	12.00*	Villa Hermosa Apt.-Hotel 325-5757	10.00	12.00
Ho Tai Inn 325-3341	10.00	14.00	Sheraton Oasis Hotel 800-325-3535	18.00	18.00	Warm Sands Villa 327-5172	14.00	16.00*
Hotel Trinidad 327-1161	10.00	10.00	Silver Sands Hotel 325-5239	9.00	12.00*	Westward Ho Hotel 327-1531	14.90	16.90*
Hyatt Lodge 800-228-9000	20.00	20.00	650 Hotel 325-3881	13.00	15.00*			
Indian Manor Hotel 325-2428	10.00	15.00						



Hate those tired summer sales in town? Get something new and perky at pinchpenny prices. The whole town's having a Clean Sweep Sale, July 6-12. Just look for this sign at all kinds of stores all over town. And sweep up the savings.

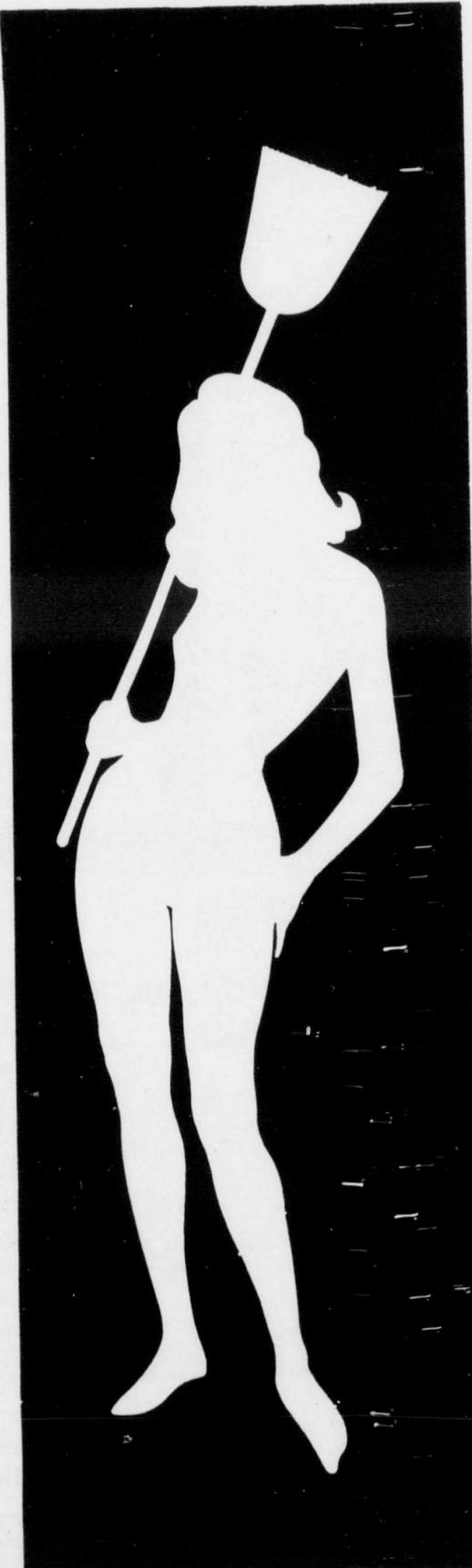
CLEAN SWEEP

TOWN-WIDE SALE *Index To Advertisers*



ADVERTISER

ADVERTISER	PAGE
Alive & Well in Palm Springs	29
Argyle's Men Shop	6
Art's Pantland	16
Bath Boutique	7
Beachcomber Shop	14
Berner Judd Shop	36
Betty's Fashions	4
Sam Bork Shoes	23
Carlo's Mens Wear	12
City Lumber	33
Claire of Palm Springs	36
The Country House	12
Covers for Lovers	25
Desert Beauty & Barber Supply	17
Desert Bootery	24
Desert Inn Fashion Plaza	30 & 31
Desmond's Inc.	15
Sy Devore	24
Fashion Center	16
Frenchy's	23
Furniture Unlimited	40
Morrie Geyer Mens Fashions	27
Hallmark T.V.	2 & 3
Henry Frank Arcade	25
Hickory Farms	32
House of Fabric	34
J.C. Wardrobe	27
K-G Mens Store & Miss K-G	5
Ted Land Inc.	6
Lanz of Palm Springs	14
Leed's Jewelry	11
Longs Drug	37
Mages Sporting Goods	34
Maloof's Mens Shop	17
Mary Helen Children's Shop	24

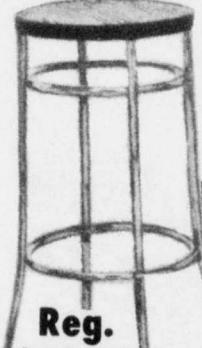


ADVERTISER

ADVERTISER	PAGE
Master's Exclusive Candies	4
B.J. Mindess & Co. Insurance	29
Miss K-G Store	5
Moccassin Shop, The	18
Mode O' Day Ladies Shop	6
Nelson's Oasis Men's Shop	14
Nicolino & Son Italian Bakery & Restaurant	27
Oliver's Twist Men's Casuals	26
Pace Setter Patio Furnishings	37
Packouz Jewelers	14
Palm Springs Aerial Tramway	4
Palm Springs Camera & Sound	18
Palm Springs Dept. & Hardware	24
Palm Springs Mall Shopping Center	35
Palm Springs Plumbing Co. Inc.	7
Pants Galore	12
Peddlers Limited	17
J.C. Penny Co.	8, 9 & 10
Plaza Motors, Cadillac, Oldsmobile	25
Radio Shack	32
Mr. Ray's Shop for Men	12
Riviera Convertible Sofa Bed Co.	28
Robert Ltd. Mens Wear	23
Show Biz Boutique	4
Silverwoods	29
Singer Co., The	11
Sylvan Victor Shoes	26
Thrifty Drug Stores	13
Uncle Don's Toys	27
Variations of Palm Springs	12
Walker Scott Dept. Store	19, 20, 21 & 22
Watermelon Seed, The	6
George Weill Fashions	23

TAKE A
FREE
BUS
On Us!

TAKE A
FREE
BUS
On Us!

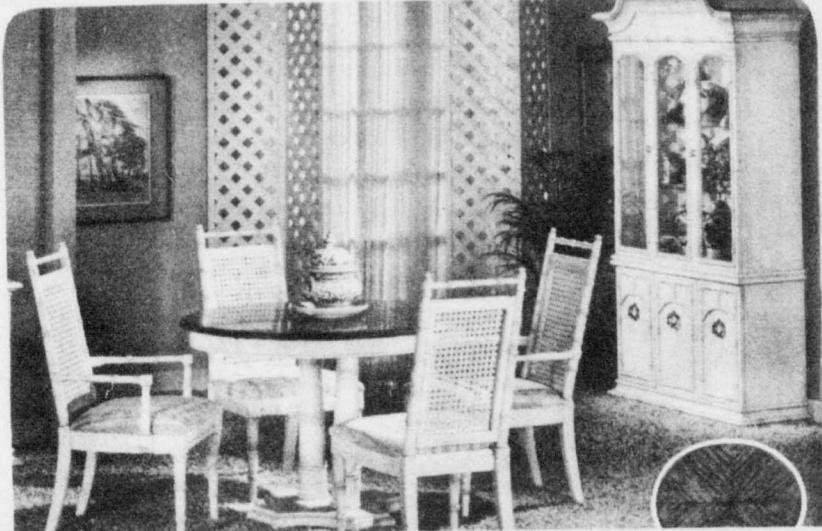
**CHROME
BAR STOOL**

30" HIGH

Reg. \$59.95

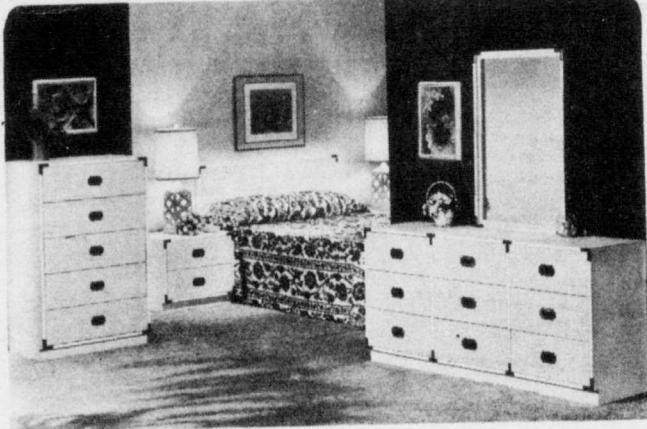
\$25.00 OUT

... when we say

CLEAN SWEEPwe mean values for
you that really**CLEAN OUT
OUR STOCK!****CHROME
ROCKER**Reg. **\$99**
\$139.95**AMERICAN of MARTINVILLE**
5 Piece Antique Yellow. Regular \$629.00 **\$495**

—Table 38x56 extends with 2 leaves to 70"

MATCHING CHINA with LIGHT, reg. \$495 ... \$349.00

**BEDROOM GROUP**

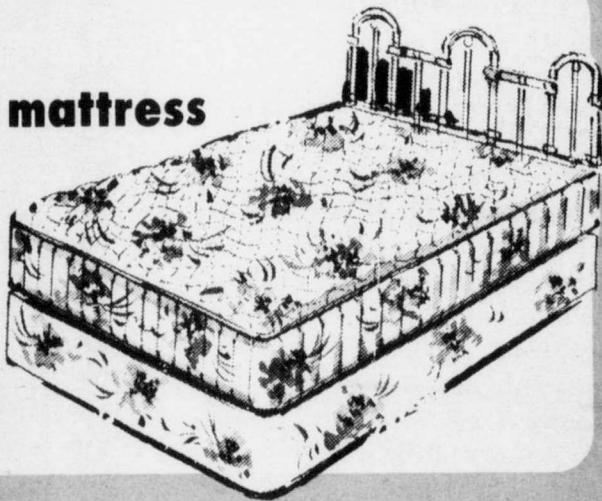
It's ice white with chrome handles & trim . . . laminated tops, fronts and sides, 3 pieces consist of 72 inch triple dresser, mirror and your choice of King headboard or Queen for . . .

\$2292 dr. nite table \$49⁰⁰
Kneehole desk \$99⁰⁰5 dr. chest \$99⁰⁰
3 dr. chest \$69⁰⁰**"IT'S SUPER"****THE SUPER MAXIM box spring & mattress
EXTRA EXTRA FIRM**

1. The mattress 312 coil 13 gage spring (to the full size)
2. Fancy custom puff quilted cover
3. One inch rubber on both top & bottom
4. Multiple eyelet matching border

5. jumbo welted
6. 80 coil box spring 10 1/2 gauge (full size)
7. 5 stabilizers to each box spring
8. Fire retardent to meet Federal regulations.

TWIN SIZE	FULL	QUEEN	KING
\$99⁹⁵ set	\$119⁰⁰ set	\$159⁰⁰ set	\$199⁰⁰ set



SPACE DOESN'T PERMIT
ILLUSTRATING AND LISTING
THE MANY MORE ITEMS ON
WHICH SAVINGS OF UP TO
50% ARE EFFECTIVE!

PLENTY OF
FREE PARKING
IN THE REAR

Use your . . .
**MASTER CHARGE
BANKAMERICARD**

**OPEN
ALL
SUMMER**

FURNITURE UNLIMITED

803 No. Palm Canyon PALM SPRINGS — Phone 325-2229

Store Hours: 10 a.m. to 5 p.m. — FREE DELIVERY